



**The Wright Result**  
SEO Questionnaire

**The Wright Result**  
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The purpose of this questionnaire is to determine how best to submit your website, and individual pages to search engines and on-line directories. The answers provided will be used as guidelines only - The Wright Result may alter or adapt keywords, descriptions and other information.

Success of an SEO campaign depends on your entire website optimization. If we are not the primary designers you are advised to have us perform a website audit before any submissions. Search engine submissions and SEO are subject to contract and agreement of the terms and conditions.

**Type of Submission:**                      Ongoing    Single Submission

**Web Page URL:** \_\_\_\_\_

**Title of the web page:** \_\_\_\_\_

**Submission email address:** \_\_\_\_\_

*This is the email that we will use as part of the submission program, and not for any communication with you. It can be used to collect the automatic replies of the search engines that follow the submission process.*

**Type of web page:**                      Business                                      Personal                                      Academic/Non-profit

**6. Description**

Please provide a short description that you feel best describes the website product, service or content.

Up to 100 Words

**7. Keywords**

Enter up to 10 keywords or short phrases. Many of these words *should* be repeats of the words you provided in the descriptions above.

Keyword / Phrase 1: \_\_\_\_\_

Keyword / Phrase 2: \_\_\_\_\_

Keyword / Phrase 3: \_\_\_\_\_

Keyword / Phrase 4: \_\_\_\_\_

Keyword / Phrase 5: \_\_\_\_\_

Keyword / Phrase 6: \_\_\_\_\_

Keyword / Phrase 7: \_\_\_\_\_

Keyword / Phrase 8: \_\_\_\_\_

Keyword / Phrase 9: \_\_\_\_\_

Keyword / Phrase 10: \_\_\_\_\_

**Category of the web page (Highlight as many that apply):**

- |                          |                         |                           |                           |                          |
|--------------------------|-------------------------|---------------------------|---------------------------|--------------------------|
| 1. No Category Chosen    | 2. Accommodations       | 3. Accounting             | 4. Actors                 | 5. Adult Education       |
| 6. Adult Related         | 7. Advertising          | 8. Agriculture            | 9. Airlines               | 10. Alternative Medicine |
| 11. Amateur Radio        | 12. Animals             | 13. Announcements         | 14. Antiques              | 15. Apple Macintosh      |
| 16. Aquarium             | 17. Architects          | 18. Architecture          | 19. Art Galleries         | 20. Arts                 |
| 21. Associations         | 22. Astronomy and Space | 23. Auctions              | 24. Audio                 | 25. Audio Production     |
| 26. Authors              | 27. Aviation            | 28. Baby wear             | 29. Badminton             | 30. Banking              |
| 31. Bars                 | 32. Baseball            | 33. Basketball            | 34. Beauty                | 35. Beverage             |
| 36. Bicycling            | 37. Biology             | 38. Biotechnology         | 39. Boats                 | 40. Books                |
| 41. Building             | 42. Business            | 43. Cafes                 | 44. Camping               | 45. Careers              |
| 46. Carpets              | 47. Cars                | 48. CD Manufacturing      | 49. Celebration           | 50. Charities            |
| 51. Chemistry            | 52. Chess               | 53. Children              | 54. Cities                | 55. Classifieds          |
| 56. Clinics              | 57. Clocks              | 58. Clothing              | 59. Clubs                 | 60. Collectibles         |
| 61. Colleges             | 62. Comics              | 63. Communications        | 64. Companies             | 65. Computer             |
| 66. Computer             | 67. Computer Dealers    | 68. Computer Games        | 69. Computer Hardware     | 70. Computer             |
| 71. Consultants          | 72. Computer            | 73. Computer              | 74. Computer              | 75. Peripherals          |
| Computer                 | Programming HTML        | Programming               | Programming Perl          | Computer Services        |
| 76. Computer Software    | 77. Computer Training   | 78. Computer              | 79. Consultants           | 80. Consumer             |
| 81. Cosmetics            | 82. Countries           | 83. Conferences           | 84. Credits               | 85. Cruises              |
| 86. Culture              | 87. Crafts              | 88. Countries             | 89. Dating                | 90. Dealers              |
| 89. Design               | 90. Dictionaries        | 91. Dining                | 92. Directories           | 95. Directors            |
| 96. Disability           | 97. Drink               | 98. E-Zines               | 99. eCommerce             | 100. Economy             |
| 101. Education           | 102. Elections          | 103. Electronics          | 104. Employment           | 105. Engineering         |
| 106. Entertainment       | 107. Entrepreneurship   | 108. Environment          | 109. Eroticism            | 110. Events              |
| 111. Excursions          | 112. Family             | 113. Fashion              | 114. Films                | 115. Finance             |
| 116. Fishing             | 117. Fitness            | 118. Flowers              | 119. Food                 | 120. Football            |
| 121. Foreign Language    | 122. Forestry           | 123. Free Stuff           | 124. Furniture            | 125. Galleries           |
| 126. Games               | 127. Gardening          | 128. Genealogy            | 129. Geography            | 130. Gifts               |
| 131. Golf                | 132. Government         | 133. Graphic Design       | 134. Health               | 135. History             |
| 136. Hobbies             | 137. Hockey             | 138. Home                 | 139. Hospitals            | 140. Hotels              |
| 141. Household           | 142. Humanities         | 143. Humor                | 144. Immigration          | 145. Import Export       |
| 146. Industrial Goods    | 147. Industry           | 148. Information          | 149. Insurance            | 150. Interiors           |
| 151. Internet            | 152. Internet Access    | 153. Internet Chat        | 154. Internet Consultants | 155. Internet Malls      |
| 156. Internet Search     | 157. Internet Services  | 158. Internet Software    | 159. Internet Web Design  | 160. Internet Web Site   |
| Engines                  | 162. Investments        | 163. Jewelry              | 164. Journalists          | Development              |
| 161. Internet Web Space  | 167. Languages          | 168. Law                  | 169. Lawyers              | K-12                     |
| Provider                 | 172. Libraries          | 173. Lifestyle            | 174. Linux                | 170. Legal Services      |
| 166. Laboratories        | 177. Local              | 178. Logistics            | 179. Lottery              | 175. Literature          |
| 171. Leisure             | 182. Mail Order         | 183. Malls                | 184. Manufacturing        | 180. Machinery           |
| 176. Loans               | 187. Mathematics        | 188. Media                | 189. Medicine             | 185. Marketing           |
| 181. Magazines           | 192. Microsoft Windows  | 193. Military and Defense | 194. Mining               | 190. Meetings            |
| 186. Martial Arts        | 197. Motels             | 198. Motorcycles          | 199. Movies               | 195. Money Opportunities |
| 191. Men                 | 202. Museums            | 203. Music                | 204. Music Groups         | 200. MP3                 |
| 196. Mortgages           | 207. Musicians          | 208. Nature               | 209. Networks             | 205. Musical             |
| 201. Multimedia          | 212. Newspapers         | 213. Non-Profit           | 214. Office Furniture     | 210. News                |
| 206. Musical Instruments | 217. Organizations      | 218. Other                | 219. Painters             | 215. Oil and Gas         |
| 211. Newsletters         | 222. Performing Arts    | 223. Personal Home Page   | 224. Petrochemical        | 220. Parenting           |
| 216. Optical             | 227. Philosophy         | 228. Photographers        | 229. Photography          | 225. Pets                |
| 221. People              | 232. Poetry             | 233. Politics             | 234. Printing             | 230. Physics             |
| 226. Pharmaceutical      | 237. Public Relations   | 238. Publications         | 239. Publishing           | 235. Properties          |
| 231. Plants              | 242. Real Estate        | 243. Recreation           | 244. Reference            | 240. Pubs                |
| 236. Psychology          | 247. Renting            | 248. Research             | 249. Restaurants          | 245. Regional            |
| 241. Radio               | 252. Schools            | 253. Science Fiction      | 254. Retail               | 250. Retail              |
| 246. Religion            | 257. Skiing             | 258. Soccer               | 259. Sciences             | 255. Security            |
| 251. Rugby               | 262. Sound Design       | 263. Sound Effects        | 264. Social Sciences      | 260. Society             |
| 256. Shopping            | 267. Stock Market       | 268. Stores               | 269. Spiritual            | 265. Sports              |
| 261. Solicitors          | 272. Tennis             | 273. Textile              | 274. Technology           | 270. Telecomm.           |
| 266. Stars               | 277. Toys               | 278. Training             | 279. Theatre              | 275. Tourism             |
| 271. Television          | 282. Typography         | 283. Universities         | 284. Translators          | 280. Transportation      |
| 276. Towns               | 287. Video              | 288. Villages             | 289. Unix                 | 285. Vacancies           |
| 281. Travel              | 292. Wine               | 293. Women                | 294. Volleyball           | 290. Weather             |
| 286. Vacations           |                         |                           | World                     | 295. Writers             |
| 291. Wholesale           |                         |                           |                           |                          |

**Information provided below is for internal use only.**

**Client Information**

**Company/Organization**

**Contact Name**

**Email**

**Phone**

**List current submission/adword accounts and login details**