

## Review your central message

To help you make the most of this wizard and your investment in mobile SEO, take a few minutes (or hours – if you need to!) to decide and clarify your brand's requirements, target market, key message and brands philosophy towards SEO.

1. Which URLs or mobile sites would you like to optimise?
2. Do you have a global or local market?
3. Is your mobile site or target audience limited by language?
4. What is your target market – brands, youth, age audience (the answer to this will help you think about ad campaigns that may suit, and mobile media strategies that you may need to develop)
5. Do you currently have, or have you in the past, run a mobile advertising campaign?
  - a. How long did it last for?
  - b. How much did you spend?
  - c. Did you monitor the results?
  - d. Were you happy with the results?
  - e. What was the return on investment?
6. What do you want?
  - a. Increased traffic?
  - b. Increased click rate within your site?
  - c. Increased length of time spent on your site?
  - d. Increased online sales?
7. Please write down seven keywords that reflect your mobile site and its content:
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
  - d. \_\_\_\_\_
  - e. \_\_\_\_\_
  - f. \_\_\_\_\_
  - g. \_\_\_\_\_
8. Please list your top five competitors if you have any:
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
  - d. \_\_\_\_\_
  - e. \_\_\_\_\_
10. Do you have any additional goals, requests or requirements?