

Client Recon Checklist

	Client Presale	Client Business Info
Company Name		
Industry		
Location		
Annual Revenue		
Target Demographic		
Has Marketing Presence (y/n)		
Has Google Ads		
SEO (good / bad?) (website. Grader.com)		
Google Local Biz Center (y/n) (getlisted.org)		

Enemy Recon Checklist

	Client Competitor (use keyword spy for ideas)	Web Admin – Your Competitor
Company Name		
Location		
Has Website		
Does PPC Ads		
Has PPC Landing Page (not homepage)		
Has Email Optin?		
Does Yellow Page Ads		