



Service Agreement

CloudLions, LLC
15 Canterbury Road, D-18
Great Neck, NY 11021

Office: **855-LIONS-20** (855-546-6720)
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www.CloudLions.com

PPC (pay-per-click) Campaign Preparation Worksheet

Please, fill the information below as carefully as possible, some of the items may not apply to your business, if you have any questions, please contact us at 855-546-6720. This information is necessary to fine-tune your advertising campaign and provide you with best application of your advertising address. The information provided in this form will be kept confidential, used for internal reference in the process of creating the campaign, and will not be directly transferred to advertising vehicles (such as Google or Facebook).

This is an editable PDF form

Best usage: please fill this form on the computer, save and e-mail it back to us at cozywebsites@cloudlions.com

Official Business Name _____

Name to Promote in Campaign (if different) _____

Alternative Names to use (if available) _____

Business Address to promote _____

Business Phone to promote _____

Website to promote _____

Contact Person for the Project _____

Contact Phone _____ Contact e-mail: _____

Check here, if contacts in this section are same as above

List Services You Provide:

Please be specific in your answers. If you provide one service/product – list just one. If products have important variations, especially if variations popular among different groups of clients – list them as separate products.



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Desired Keywords:

This is the most important section of the questionnaire. Please provide the terms that your potential clients according to your experience may use, while searching for your company. Three word combinations are recommended, e.g. 'Prada Shoes Manhattan' or "Brooklyn Corporate Lawyer" or 'Dental Surgery for Kids'. This section is for our reference. We may use these suggestions as a starting point of the campaign, to study the competition, but the final set of the keywords will be different from this list

Competitive advantages:

In this section, please list five reasons, why your company can be chosen ahead of your competition. These can be geographical location, the convenient schedule, the quality of the service, important certifications, and convenient payment options. Consult with our specialist, if you are not sure what to list.

Frequently Asked Questions:

Please list three most common questions your clients ask during first communication with your business. (for example "What are guarantees of reliability of your product?" or "Do you provide vegetarian/organic options?" or "What insurances cover your services?" These questions often help to find the most reliable keywords for your campaign.
