

Assisting Hands Fear 2021 Questionnaire

1. What does SEO stand for?
 - (a) Semiconductor Energy Overstock
 - (b) Search Engine Optimization
 - (c) Seen Earned Operation

2. What percent of potential clients will research a home care business before reaching out?
 - (a) 50%
 - (b) 80%
 - (c) 90%

3. How many competitors and alternatives are researched online before contacting a business?
 - (a) 1
 - (b) 3
 - (c) 5

4. What percentage of users don't go past page 1 on Google?
 - (a) 45%
 - (b) 77%
 - (c) 92%

5. What does an average local Google search page look like, top to bottom?
 - (a) Top: Google Ads | Middle: GMB Local Listing | Lower Down: Organic Results
 - (b) Top: GMB Local Listing | Middle: Google Ads | Lower Down: Organic Results
 - (c) Top: GMB Local Listing | Middle: Organic Results | Lower Down: Google Ads

6. What percent of users click on Google Ads?
 - (a) 20%
 - (b) 40%
 - (c) 50%

7. On average, how long does it take to see results from an SEO campaign?
 - (a) 1-2 Months
 - (b) 3-6 Months
 - (c) 1+ Year

8. How does your GMB help you?
 - (a) It improves local visibility
 - (b) It shows up in ads on your competitor's websites
 - (c) It is a hosting service for your website

9. Which marketing channel is not limited by a budget when generating new leads?
 - (a) Facebook Ads
 - (b) Mail Postcards
 - (c) SEO