

Name: _____ Date: _____

Address: _____

Phone: _____ Email: _____



GENERAL MARKETING		
What is your ideal customer demographic?		
Do you advertise anywhere else?	Yes	No
If so, what is your budget?		
How do you measure the efficacy of your current advertising?		

SEARCH ENGINE OPTIMIZATION										
Do you do any search engine marketing?	Yes					No				
How well do you currently rank on search engines?	Not sure	Ok	Fair	Good	Great					
How well does your competition rank on search engines?	Not sure	Ok	Fair	Good	Great					
Where would you like to rank in the search engines?										
Do you do Google AdWords?	Yes					No				
- If so, who managed the campaign?										
- If so, what was your monthly budget?										
What industries do you advertise in?										
Where do you conduct most of your business?										
Is your business seasonal or year-round?	Seasonal					Year-round				
How happy are you with your visibility online?	1	2	3	4	5	6	7	8	9	10

SOCIAL MEDIA / ONLINE COMMUNITY										
Do you use social media for personal use?										
Do you have business-dedicated accounts?										
Which social media platforms do you currently use?	(circle one)									
Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, Pinterest, Google+, other										
How often do you post?	Once in a while			Daily			Weekly			
Do you post special deals via social media?	Yes					No				
Are you happy with your interactions with clients on social media?	Yes					No				
Are there any other social media platforms that you want to use?	Yes					No				
How would you rate your online reputation?	Not good	Ok	Fair	Good	Great					
Do you do Facebook advertising?	Yes					No				
Do you do email campaigns?	Yes					No				
Do you blog?	Yes					No				
How happy are you with your social presence and online community?	1	2	3	4	5	6	7	8	9	10

Contact your WebCenter Owner to schedule an appointment with a Product Specialist. A Product Specialist will answer your questions, demonstrate our technology and help you to determine if our solution can benefit your business or organization.

WebCenter Owner: _____ Email: _____

Phone: _____ Website: _____