



EyeMagination

Internet Marketing Worksheet

The purpose of this worksheet is to gather background information about your company, products and services in order to effectively promote them via our web marketing program. Please answer the questions below to the best of your ability and fax to (239) 596-4354.

1. Company Name:

2. Please list the products and services that you wish to promote via the website. In describing these products and services, you will want to use language that the average person in your target market would use to describe them.

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3. Please describe your target market. List the demographics of the consumers or businesses that you want to attract to the website.

4. What is the purpose of attracting these visitors? For example some companies want new leads or direct purchases, while others simply want to better educate their target market in order to indirectly influence their buying decisions.

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5. If you were a potential visitor to your website, what types of phrases would you use to search for a site like yours in the search engines?

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

6. Is your company a member of any professional organizations that might be willing to provide a link to your website? Please provide us with their name and internet link:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

7. Do you have any strategic partnerships with other companies that might provide a link to your website?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

8. On average, how many leads do you currently receive per month from your website?

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9. If you currently receive leads from your website, what percentage of those leads are qualified?

10. Do you keep track of where your leads are coming from, on and offline? If so, how are they tracked?

11. What other on-line promotional strategies have you used? Do you continue to use them and why?

12. Is there anything else that you feel we should know about your business or website in order to effectively promote it on the internet?
