



## Local/Mobile Search Questionnaire

---

Please fill out information below the best you can, and E-mail back with any pictures or video's you have for your business. We can then go over any questions you may have about the data.

Name:

Company:

Position title:

Phone:

Fax:

Address:

City:

State:

Zip:

Email address:

Present Website URL (if any):

Hours of operation:

Types of payments accepted:  Cash  personal check  Visa  Mastercard  
 AMEX  Diners Club  Discover  PayPal  Google Checkout  
 Financing

Brief description of what your company does/sells:

If you were searching for your company, what key words would you use? – please try and use at least 5.

What categories would your company fit under? i.e. grocery store, fresh food, auto supply, etc.

What are your goals for this marketing search marketing campaign?

What problems would you like this campaign to handle?

Do you want to offer a coupon to people who find your search listing?



**If so, what do you want that coupon to be for? Please be specific. (i.e. % off what service? Cash value coupon for new clients, etc.)**

**Industry (manufacturing, technology, health care, retail, etc):**

**Market (who do you sell to? Public? Business? Schools?):**

**Demographics of your market (describe your average customer and who your ideal customer is as far as gender, age, job title, financial bracket- or where they live):**

**Why do your current customers buy from you?**

**Do you ask for customer referrals/testimonials?**

**If so, how is this done?**

**Main Competition: (list the top two or three)**

**Competition websites:**

**What do they do better than you?**

**Do you have established accounts with:**

**Google**

**Bing**

**Yahoo**

**If yes, what type of accounts/advertising are you currently doing?**

**In order to properly manage your local search marketing program, we will need to set up a special email address that copies both you and us for statistics and set up for these search engines. WE will set this up and send you logins for this. If you have an e-mail address we can forward this to, please e-mail us at [info@Locallyact.org](mailto:info@Locallyact.org) with that information.**

**If you don't have a web person, we will be happy to set this up for you, and will need you to provide us with your domain login.**

**PHOTOS: You can add up to 5 images with your local listing. Please email photos to : [info@Locallyact.org](mailto:info@Locallyact.org)**

**VIDEOS: You can add a video to your local listing. Please upload the video to YouTube and send us the link.**



When you have completed this form, please email it to [info@Locallyact.org](mailto:info@Locallyact.org) or fax it to your fax number.

Thank you!