

Web Marketing Information Summary

Date Completed:

URL for Web Site:

Company Name:

Company Address:

City:

State:

Zip:

Primary Phone Number for Web site and link requests:

Primary Email Address for Web site and link requests:

Primary Fax Number for Web site and link requests:

Number of Employees:

Contact Name:

Contact Title:

Contact Phone Number:

Contact Email Address:

Contact Fax Number:

Preferred User Name (used for link requests & submissions):

Preferred Password (min. 8 characters with both numbers and letters; used for link requests & submissions):

Preferred Response to ONE of the following personal questions:

Mother's maiden name

Pet's name

City of birth

URL for reciprocal links

Home (Index) Page Title Metatag

Home (Index) Page Description Metatag

Home (Index) Page Keyword Metatag

List organizations and associations you are affiliated with (e.g. Chamber of Commerce, trade associations, professional associations, Better Business Bureau):

ACCESS INFORMATION

URL, user name and password for site statistics:

Content Management System URL or FTP address, user name and password for your site.

URL, user name and passwords for PPC and other ad accounts

Google AdWords

Yahoo Search Marketing

Other

MARKETING PROFILE

Marketing tag (5-7 word phrase that describes what you offer or who you are)

Six competitors

Value proposition (What sets you apart from your competitors?)

Website Goal (e.g. direct sales, lead generation):

Website Objectives (measurable criteria to decide whether the Web site is successful. Specific ROI (Return on Investment) objective and timeframe for reaching it.)

Target markets (by demographics for B2C; by vertical industry and job title for B2B)