**PLEASE NOTE**:  It is VERY IMPORTANT, that after you have saved your completed questionnaire that you save it as a "PDF" file before emailing it to us for review. We will ONLY review questionnaire forms not completed on our website in PDF file format to help protect our website from spam, viruses and other potentially harmful forms of cyber-attack. Please email this form to [info@african-marketing-online-systems.com](mailto:info@african-marketing-online-systems.com)   Thank you.

Sincerely,

The AWS Staff

**Name**

**Company Name**

**Business Address**

**Website**

**Telephone**

**Email Address**

**1. How did you hear about us?**

**2. What are your products and services and how long have you been in business?**

**3. What are your main credentials to offer products and services in your sector?**

**4. What would you say are the most important keywords and phrases people in the market for your goods and/or services would search for (now & future)? Please list up to 5.**

**5. Please describe your typical customer (Age, Gender, Education, Income, Lifestyle, Location, Internet Comfort level)**

**6. Please list any current social media profiles in your portfolio. Example. Twitter, Blog, Facebook, Myspace, Linked In, YouTube, etc. Please place 1 answer per line.**

**7. What is your unique selling proposition? What makes your company better than your competitors?**

**8. What is the purpose of your site? (To sell products, to provide information only, resource site, etc.)**

**9. How does your site generate revenue?**

**10. What actions do you want visitors to take (make purchases, register, etc.)?**

**11. List the Web sites of up to 3 competitors in order of importance:**

**12. Has your site been optimized by another company? If so, can you list the services they have performed?**

**13. Do you have access to your site statistics?**

Yes ( )

No ( )

**14. Is there an existing tracking system currently installed and functioning on your website?**

Yes ( )

No ( )

**15. Do you understand that search engine ranking improvements may not be immediate nor guaranteed?**

Yes ( )

No ( )

**16. Do you want to target any specific area? ie: city, state, country**

**17. Do you have control over the hosting and development environment of your site?**

Yes ( )

No ( )

**18. Do you have the ability, technical skill or time to update content on your website?**

Yes ( )

No ( )

**19. Do you currently have a PPC (pay-per-click) campaign? What Engine? (Google or Bing)**

**20. How many online leads per day, would you like to see your Local Internet Marketing Campaign to Generate?**

**21. Overall, what would you ultimately like to achieve through your Web site?**