



Your Online Community Marketing Partner

Business Profile Worksheet

The more detailed your information - the better.

These Nine Items are REQUIRED:

1. Business Name: _____
2. Complete Business Address: _____

3. Business Contact Person: _____
4. Business Main Phone Number: _____
5. Company Email: _____
6. Business Website URL: _____
7. Description Of Your Business: _____



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8. Keywords/Tags:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____

9. Year Founded:



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The following twenty items are not required, however you do want to provide as much of this information as possible. It is beneficial to include business images. Each image must be web accessible with a permanent url.

1. Alternate Company Name/Corporation: _____
2. Business Alternative Phone Number: _____
3. FAX Number: _____
4. Social Website url: _____
5. Business Video url: _____
6. Business Coupon Website url: _____
7. Business Logo Image url: _____
8. Image 1 url: _____
9. Image 2 url: _____
10. Image 3 url: _____
11. Image 4 url: _____
12. Products: _____



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13. Services:

14. Brands:

15. Professional Associations:

16. Areas Served:

17. Credentials/Certifications:

18. Days/Hours of Operation:

19. Payment Forms Accepted:

20. Languages:

Online marketing is a bit different than offline marketing in the sense that it can be very targeted. In other words people who are interested in your products and services will find you because they are specifically searching for what you have to offer using keyword phrases. So you want your message to be found where ever a potential customer might search for those keyword phrases, whether they search using Google, or they come from a Portal website such as AOL, or they are searching with their mobile phone/computer, or they are in the car using their GPS navigation system.

If you do not submit a uniform public business profile, what happens is the information that people will find about your business could be incomplete, incorrect, or just not listed. Over 90% of businesses are not found on one or more of the local search and map websites because they have not submitted an uniform business profile. If you want your business message to be found regardless of where the customer might be searching, you need to submit a public profile.



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How soon can I expect to see results?

Your business profile submission may take anywhere from one business day up to a whole calendar quarter for the results to appear. How each database handles that new submission is completely dependent on the database administrators. Many of these database services will contact you by phone to confirm your information is correct, before they go ahead and publish your new business profile.

Do I receive any reports on my submissions?

No. Unless you use a third-party service to manage your business profile listing.

Why I am getting phone calls asking me to verify my information?

In order to assure your information is correct and to ensure the integrity of the databases, some of the database administrators will contact you by phone to confirm your business profile details.

What if I need to change some information on my public profile?

The best situation is for you to make sure all information submitted is correct before submitting. You can usually make one (1) business profile correction each year at no cost.