

Plastic Surgery Marketing – Optimization- Usability Research Web site Questions

Please review and answer the following questions. It will help both of us better understanding your needs. **Please Fax the paper after answering to 714-685-2168.**

1. How do your patients find you? (Give each section a percentage, for example: 10% or 10% to 20%. Make sure the total percentage of the above items adds up to 100%)

- Word of mouth- Referral _____
- Friends _____
- Radio Ads _____
- Newspaper Ads _____
- Website _____
- Trade shows _____
- Other (specify) _____

2. Why should a patient choose you or your plastic surgery practice for his or her needs?

3. Which web sites do you consider as the best web site for plastic surgery practice? (Please give us three examples of web sites).

1. <http://www.>
2. <http://www.>
3. <http://www.>

4. What are some of the Keywords (search queries) that describe your business? (Please give us five (5) examples)

1. First Keyword: -----
2. Second Keyword: -----
3. Third Keyword: -----
4. Fourth Keyword: -----
5. Fifth Keyword: -----

5. Do you have a website for your plastic surgery practice ? Yes___ NO___

6. If you have a website, when was your website started? _____

7. Do you have any Stats (Number of visitors and traffic) reports for your website? No__ Yes __

8. Is your current web site representing your business goals?

9. How much is your company's marketing budget? \$ _____,

10. What are your business goals? (Please be specific)

1. First:
2. Second:
3. Third:

Your Name: _____ **Contact Number :** (____) _____ **Website:** _____

Address: _____ **City:** _____ **State:** _____ **Zip code:** _____