

1. On average how often do you visit our MIMA SEO/SEM Yahoo Group site?

- Daily 4
- A few times per week 3
- Once per week 3
- A few times per month 2
- Once per month 1
- Every few months 0
- Almost never 2

2. What topics do you want to see discussed in our yahoo group and new mimasm blog?

- Questions about how to do various SEO/SEM tasks, industry news that might affect members of our group. Less self promotional stuff like what Evantage sent out today .
- Analytics and how to analyze data, link bait ideas
- upcoming search trends, local search trends.
- How to blend seo into traditional marketing
- In reference to #1 above, I visit the site maybe once a month, but I monitor the message board daily thru Bloglines. Now, for #2. I would like to see more insight into what is working for other SEO's although I think it's there's a hesitancy for everone to be so open about this information.
- too many to list, but here are some cats: techniques, trends, events, etc
- New trends, research
- meet more often
- Any topics to help members gain knowledge, and how MIMA-SM can grow as a whole.
- recent news, questions (and answers) about situations that we often face,
- SEO job leads. SEO mentoring for new members
- Exchange of information between various experts in sub-niche's of search marketing. -Local -PR Optimization -emetrics (e.g. mearsuring RSS feeds, etc.) -reputation managment & PPC -linkbaiting -etc.
- Technical how to's, news, seo/sem methods, case studies

3. Do you see your visits and participation increasing once we get the new MIMASM blog up?

- Yes 10
- No 5

4. Once the new blog is active will you visit our yahoo group page any more?

- Yes 7
- No 8

5. Besides discussion and the exchange of information, is there anything that you would like to see our group do? Examples include our MIMASM meetings and we also talked about helping a non-profit with their online presence.

- In person gatherings would be great.
- I'd like to see a specific topic(s) for the meetings with perhaps someone doing a demo or explaining how to do something. For example, if you were unfamiliar with how to do a press release, someone could go through the entire process. I'd like more of a learning environment.
- meet more regularly, maybe add member bios to the blog.
- I see the primary role of this group to be more of a networking type group. I'm not interested in doing volunteer work related to SEO. I's just like to see more get togethers, especiallt closer to my home in the SW Metro...
- non-profit idea is cool, other than that I think its fine to be open to new ideas that spring up
- I really like the idea of the non-profit, and any other ideas to put our collective efforts together. Hopefully things like this would solidify the name of MIMA-SM.
- mentoshop program to search marketing newbies.

6. What is your primary job most focused on?

- Online Marketing 10
- Promotions
- Content Development
- Product Development
- Publishing 1
- Media
- Web Design
- Web Programming
- If other, please specify 2 Marketing, survival

7. Who's websites do you primarily work on?

- Your own personal
- Your own business's 1
- Your client's 7
- Your employer's 3
- Your employer's client's 1
- If other, please specify 1 non profits who will help more then I can alone

8. Are you a paid MIMA member?

- Yes 8
- No 5

9. Where do you live?

- Minnesota 11
- Other State 2
- Other Country 0

10. Please share any other feedback, ideas, questions or concerns.

- I think the MIMA SM group has a ton of potential. As we continue to share knowledge the group will grow and grow.
- Some of the best minds in seo are here if even under names we should not recognize. Here is an idea. Use 10% of all seo efforts to help non profits. The love we give is the love we get back and sometimes it is 10 or 10000 fold. SEO is the Special forces of the Internet Marketing wars. Look in the mirror and you make the call.
- I almost never go to the site, I conduct my relationship with the group through the emails.
- Pretty much just hoping that MIMA-SM can be a strong part of MIMA itself, and that it continues to grow.
- I prefer to participate in the group via gmail. I'm already checking that account anyway, so I can see what's going on in the group daily without having to go to the Yahoo Group page (or a blog). I'm skeptical that the geek groups are moving to blogs because they're the hot "new" thing and not because MIMA thinks they are the best way to make the groups stronger.
- Yes, what's new on that, have we selected the non-profit?
- I think getting the new blog up will help our group grow. The Yahoo group may help get a bit of exposure just by the fact it is a Yahoo group, but I think most of our participation can be done more effectively via the blog.