

# Foundations

## Questionnaire

For a Small Business Web Site

**LetItGo Pty Ltd**

[www.letitgo.com.au](http://www.letitgo.com.au)

It does not matter how fancy your business web site is, if you do not get the foundations right it will never be an asset to you. If you get the foundations correct your web site will start working for you almost over night.

At LetItGo we specialise in building hard working web sites for small business, which means the foundations are the thing we specialise in.

The Web development team you are using may not understand the foundation principles of building a hard working small business web site, but if you fill out this questionnaire you will have a better chance of succeeding with them.

And don't forget the three cardinal rules:

- 1) Don't spend a lot of Money
- 2) Make sure you have something to say on your web site.
- 3) Make sure your web sites reflects who your are – A SMALL BUSINESS.

## **Basic facts about you**

A good web development crew will use this information to decide on the most appropriate content to present on the web site.

### **Contact Details**

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Physical  
Address: \_\_\_\_\_

\_\_\_\_\_

**Why:**

You are a small business and most people will not buy online from you – this means they will require your contact details.

The physical address is really important, when people can see you are a real bricks and mortar business a certain level of trust is instantly created.

### **Trading Hours:**

*Don't forget to include weekend and public holiday trading times, if you don't trade on those days it is important to say that.*

### **Product / Service Categories**

Here you need to provide a list of the types of products and services you offer – don't list everything just the broad categories. For example at LetItGo we would answer: Small Business Web Sites, and Search Engine Optimisation.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

### **Customer Geography**

Here you need to provide a list of towns and countries to which your product/service is sold into. For example at LetItGo we are based in Glen Innes Australia, but we sell our products all over, so our list would be: Australia, New England , Northern Tablelands, Glen Innes, Armidale, Tamworth, Inverell, Tenterfield, etc, etc.

You should also list the towns you want to start selling into.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

### **Competitor Listing**

Write down the names and web sites (if known) of any competitors in your town as well as in surrounding towns.

**Why?**

When designing a web site a good development crew will look at what the competition has to say on their web site to ensure you are not put at a disadvantage by the search engines.

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

## **Marketing & Selling Yourself**

This is by far the hardest part of the questionnaire, and it tends to not get done. At LetItGo we know exactly how well a business is doing by the answers (or lack of them) provided here. If you find answering these questions easy then you are either destined for success or you haven't really thought about it...

### **Write down your Value Proposition:**

Write down in 50 words or less why your customers do business with you, instead of going to your competition.. and you are not allowed to say "Superior Quality and service".

#### **Example of a Good One (ours):**

At LetitGo our customers come to us because our web sites always rank well in the search engines, and we know what a web sites must do in order to become an asset to a business.

#### **Example of a Bad One:**

At Acme inc. our service is the best in town, our staff are always really friendly. The Products we sell are really good quality.






## **Congratulations!!**


You are done.

The information you put into this questionnaire is the **foundation**. You have made the first, and probably the hardest step in creating an effective small business web site.

If you do nothing else but use the information provided above, your web site will be more effective than most other small business web sites.

If you wish to discuss things further feel free to contact us:

### **Contact Details:**

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