

# First Webs, Inc.

815-332-8062

## Business Evaluation (OBE) Part 1. Business Questions

The business evaluation that follows informs us about your company's markets, your strengths, your competition, how you generate new business today, and your level of interest in Internet online advertising. Processing this form greatly assists us in determining web page content that will accurately promote your business in search engines.

For information on the need for this form, see <http://www.nilsem.com/form-online-business-evaluation-explained.html>.

**\* Indicates Required Field**

Your Full Name and Position *	Fullname:  Position:
Your Company Name *	
Your eMail Address *	
URL of Your Company if you have URL, i.e. <a href="http://www.xyz.com">www.xyz.com</a> *	
If your business does not have a web site, do you have a domain registered?	* <input type="checkbox"/> Registered <input type="checkbox"/> Not Registered If registered, where is domain parked? Places like GoDaddy, Network Solutions, etc.
What is Your Companies Industry? *	
Describe Your Business? * 25 Characters Minimum; 260 Characters Maximum	
What is/are your target market(s) If more than 1 target market, list in order of importance. Be concise and direct. A common characteristic or demographic must identify a target market. Do not list more than 3-4 target markets as it will be hard to focus on any market specifically.	#1 * #2 #3 #4 #5  Examples of good target markets are "corporate executives", "teenagers", "baby boomers", "home owners", "IT departments", etc. Examples that are not good target markets are "consumers", "old people", "anyone who needs printing", etc. Narrow those down further!

What are Your Core Competencies, i.e., What do you do best? \*

What gives you the "Edge" over your competition? \*

Concerning your business operations, what do you believe you are least effective at?

List up to 3 main competitors (either online or offline). Use business names, not web site addresses.

#1 \*  
#2 \*  
#3 \*

List URLs of up to 3 online competitors (may be same as above if offline competitors are also online).

#1 \*  
#2  
#3

What are your biggest challenges? Check all that apply to your business.

- |   |   |
|---|---|
| <input type="checkbox"/> Industry Trends              | <input type="checkbox"/> Customer Service Headaches |
| <input type="checkbox"/> Sales Volume Too Low         | <input type="checkbox"/> Keeping Costs Down         |
| <input type="checkbox"/> Order Fullfillment Difficult | <input type="checkbox"/> Keeping Up w Growth        |
| <input type="checkbox"/> Personnel                    | <input type="checkbox"/> Declining Sales            |
| <input type="checkbox"/> Price Competition            | <input type="checkbox"/> Able to Grow (Get Capital) |

From the previous question or if you have other challenges not listed, prioritize and list your biggest challenge.

What forms of advertising does your business use? Check all that apply.

- |   |  |
|---|--|
| <input type="checkbox"/> Word-of-Mouth Past Clients | <input type="checkbox"/> Yellow Pages Book                     |
| <input type="checkbox"/> Networking                 | <input type="checkbox"/> Newspaper Ads                         |
|   | <input type="checkbox"/> My Web Site (Natural Search Listings) |
|   | <input type="checkbox"/> My Web Site (Paid Ads Online)         |
|   | <input type="checkbox"/> Billboards, Vehicles, Signs           |
|   | <input type="checkbox"/> Other                                 |

Referring to the previous question, what are 3 most productive means of generating leads today? Do

#1 \*

Yes  No


you measure their effectiveness?	#2 *	<input type="checkbox"/> Yes <input type="checkbox"/> No
	#3 *	<input type="checkbox"/> Yes <input type="checkbox"/> No

*Strictly Optional:* How much do you spend per month total on all lead generating activities?

<input type="checkbox"/> Do Not Disclose	<input type="checkbox"/> \$2500 and \$5000
<input type="checkbox"/> Less than \$100/month	<input type="checkbox"/> More than \$5000
<input type="checkbox"/> Around \$500/month	<input type="checkbox"/> More than \$10,000
<input type="checkbox"/> Around \$1000/month	<input type="checkbox"/> About this much/month \$
<input type="checkbox"/> \$1000 and \$2500	

My customer base is located where geographically?

*Select Only 1 Choice in Options*

<input type="checkbox"/> No Limitations Geographically	
<input type="checkbox"/> Mostly National (USA)	
<input type="checkbox"/> Mostly Regional	
<input type="checkbox"/> Mostly Local w a little National and Regional	
<input type="checkbox"/> Local <b>plus</b> as far as Madison, Milwaukee, and Chicago. (Area 75 Mile Radius)	
<input type="checkbox"/> Mostly Local Rockford MSA, an occasional Chicago Sale (Area 30 Mile Radius)	

Local 75 miles (1 hour from Home) in any Direction  
If Regional, tell us your region:

If Your "Home" is (other than shown), then please list:  
City:  
State:

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Describe the Products or Services your business will be selling online. If not selling, say "Not Selling Online".

If Yes, About Many SKU's?  
*Strictly Optional* If Yes, Guesstimated Annual Sales

What words will prospects & customers use to find your products, services, or web site? (These are the words that customers would type into Google, Yahoo, MSN)  Consider having 2-3 phrases for each of your target	Target Market#1 *	
	Target Market#1 *	
	Target Market#1 *	
	Target Market#2	
	Target Market#2	
	Target Market#2	

markets.	Target Market#2	
	Target Market#3	
	Target Market#3	
	Target Market#3	
If selling online, or generating traffic to your storefront from the Internet, which best describes your situation at right.	#1 <input type="checkbox"/>	I plan to build traffic and sales gradually over 12-18 months
	#2 <input type="checkbox"/>	I need to have appreciable traffic in 6-8 months
	#3 <input type="checkbox"/>	I need to have appreciable traffic in 90 days or so
	#4 <input type="checkbox"/>	I need immediate traffic (2-3 weeks) and immediate sales
	#5 <input type="checkbox"/>	I want an all-out effort both short term (2-3 weeks) and long term (12 months)
At right, select the option that best describes your current belief that the Internet will help your business's profitability? *	1-3 <input type="checkbox"/>	I'm very skeptical
	4-6 <input type="checkbox"/>	I think it will help a lot over time
	7-10 <input type="checkbox"/>	It's the best way for me and I MUST move quickly
Are you familiar with Pay-Per-Click (PPC)? Have you used PPC?	<input type="checkbox"/> Yes <input type="checkbox"/> Not Familiar <span style="margin-left: 100px;">If Yes, Have You Used PPC? <input type="checkbox"/> Yes <input type="checkbox"/> No</span>	
	Which PPC Campaign Used? <input type="checkbox"/> Google <input type="checkbox"/> Yahoo <input type="checkbox"/> Ask <input type="checkbox"/> IYP	
Please tell us about your business's branding efforts. *	<input type="checkbox"/> Well Branded <input type="checkbox"/> Somewhat Branded <input type="checkbox"/> No Branding	

FAX this completed form to 1-800-676-0063  
 Thank You