



Internet Business Plan

Worksheet

By

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PREFACE

The recent downfall of the dot.com industry has proven that a successful web presence requires more than simply throwing up some content. For most companies the Internet isn't a business but is a way of doing business, like having a physical store or virtual, mail order business. There are many aspects that need analyzed to maximize the potential of a website and ensure its ongoing success. Like all other business ventures it is imperative that you have a firm understanding of your product, your market, your competition, and have a sound business strategy. It is important to have a clear understanding of why you have your site and what you want it to accomplish. The effort put forth in the planning stages will set a solid foundation for your business saving you valuable time and give your website the competitive edge needed in today's marketplace.

Virtual Technocrats has developed this **Internet Business Planning Worksheet** to assist companies of all sizes in formulating a strong Internet plan. It will also be used by Virtual Technocrats in producing a cost estimate for website design and speed production time. It is strongly suggested you set aside the necessary time to fully answer the following questions.

Additional **FREE** business planning information is available on our website at
www.virtualtechnocrats.com/selfhelp

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ESTABLISHING GOALS & OBJECTIVES

Establishing goals and objectives is the first step along the path of a good Internet Business Plan. This must be firmly established before the design stages are started on a site. If you are unsure of what the site is supposed to accomplish then how can customers be expected to understand why they should visit your site?

What are you trying to achieve with your website?

- Generate business leads for existing channels/attract new customers**
 - Objective:** Describe actions required to achieve this goal
 - Measurement Criteria:** Describe the process of measuring the success or failure of this objective
- Generate requests for information**
 - Objective:** Describe actions required to achieve this goal
 - Measurement Criteria:** Describe the process of measuring the success or failure of this objective
- Improve company image**
 - Objective:** Describe actions required to achieve this goal
 - Measurement Criteria:** Describe the process of measuring the success or failure of this objective
- Increase international presence of the organization**
 - Objective:** Describe actions required to achieve this goal
 - Measurement Criteria:** Describe the process of measuring the success or failure of this objective
- Increase public awareness of business/product/service visibility**
 - Objective:** Describe actions required to achieve this goal
 - Measurement Criteria:** Describe the process of measuring the success or failure of this objective
- To improve overall customer service**
 - Objective:** Describe actions required to achieve this goal
 - Measurement Criteria:** Describe the process of measuring the success or failure of this objective
- To inform present customers of product/service updates, sales, special promotions and events**
 - Objective:** Describe actions required to achieve this goal
 - Measurement Criteria:** Describe the process of measuring the success or failure of this objective
- To sell products or services directly**
 - Objective:** Describe actions required to achieve this goal
 - Measurement Criteria:** Describe the process of measuring the success or failure of this objective
- To test for potential new market niches**
 - Objective:** Describe actions required to achieve this goal
 - Measurement Criteria:** Describe the process of measuring the success or failure of this objective
- To use Internet technology to lower present overhead**

Objective: Describe actions required to achieve this goal

Measurement Criteria: Describe the process of measuring the success or failure of this objective

To improve inner company communications

Objective: Describe actions required to achieve this goal

Measurement Criteria: Describe the process of measuring the success or failure of this objective

To make available product information & price lists to clients/suppliers

Objective: Describe actions required to achieve this goal

Measurement Criteria: Describe the process of measuring the success or failure of this objective

Build store or business traffic

Objective: Describe actions required to achieve this goal

Measurement Criteria: Describe the process of measuring the success or failure of this objective

Allow customers to purchase online

Objective: Describe actions required to achieve this goal

Measurement Criteria: Describe the process of measuring the success or failure of this objective

Recruit new employees

Objective: Describe actions required to achieve this goal

Measurement Criteria: Describe the process of measuring the success or failure of this objective

OTHER: State Goal

Objective: Describe actions required to achieve this goal

Measurement Criteria: Describe the process of measuring the success or failure of this objective

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AUDIENCE ANALYSIS

It is important to know your audience in order to provide for their needs. The reason for developing a website may be for the benefit of the company but in order for you to benefit the customer must benefit also. Otherwise they have no reason to visit your site. The site structure has to be geared around the customer, how they think, and their skill levels.

Customer Base

Do current customers/clients use the Internet? Yes No

Do they have e-mail addresses? Yes No

How often do they use the Internet? [Daily](#)

How experienced are they at using the Internet? [Beginner](#)

Where do they access the Internet? (list all that apply)

Home work school Hotels other: [location](#)

Internet Audience Demographics

NOTE: This section must be written before form is ready for distribution

Interests: [Describe what interests target audience.](#)

Likes: [Describe what target audience likes.](#)

Dislikes: [Describe what target audience dislikes.](#)

Demographics: [Describe the characteristics or traits of target audience.](#)

Education: [Describe education level of target audience and what they know.](#)

Who do you want as a target audience?

Interests: [Describe what interests target audience.](#)

Likes: [Describe what target audience likes.](#)

Dislikes: [Describe what target audience dislikes.](#)

Demographics: [Describe the characteristics or traits of target audience.](#)

Education: [Describe education level of target audience and what they know.](#)

Target Internet Audience

How often do they use the Internet?

How experienced are they at using the Internet?

Where do they access the Internet? (list all that apply)

Home work school Hotels other: [location](#)

MARKETING STRATEGY

If you build a site people will come. If only it was that easy. People will flock to your site, but only if it is properly marketed. The success of the site will be determined largely in part by your marketing strategy.

What is the time frame for Publishing the website?

- As Soon As Possible 3 months 6 months 9 months 1 year

How will you Integrate your site into your company's existing marketing efforts?

- Press Release Media publicity
- Include e-mail and Web addresses on all your company's print literature, stationery, and display advertising
- Coupons/Specials
- Direct Mail utilizing industry mailing lists currently available inviting the recipient to visit the site
- Direct mail Site Promotion to Existing Customers, via bills, newsletters, business cards, product materials, and other existing printed material.
- Premiums and gifts imprinted the website address
- [Trade shows](#) List trade shows
- Presentations to professional groups
- In Store Promotion
- Industry-Specific Directories: [List Directories](#)
- OTHER: [Describe how you will promote site.](#)

How will you promote your site to the current Internet population?

- E-mail
- Noncompetitive suppliers: [www.supplier.com](#)
- Discussion lists: [List name of appropriate discussion groups.](#)
- Search Engine Registration
- Postings on appropriate newsgroups: [List appropriate newsgroups](#)
- Chat forums
- Link requests with appropriate sites [www.link.com](#)
- Banner Advertising: [www.banner.com](#)
- Include in shopping malls: [www.shoppingmall.com](#)
- Developing a "signature" mini-ad attached to all your e-mail messages
- Writing for online publications: [www.publication.com](#)
- Industry-specific search/reference locations [www.industryspecific.com](#)
- Offer Affiliate Programs

FINANCIAL ANALYSIS

Like everything else in this world establishing and maintaining an Internet presence isn't free. Costs of websites vary as greatly as the budgets of the company's creating them. Some fees are set in stone and the same for everyone while others vary dramatically. This depends upon the complexity of the site being created and how professional appearance is desired. This section must be closely analyzed to find out if your company will actually benefit financially by having the site. There is other financial information needed for analyzing your company.

Budget for Website Design Project

Under 1K 5-10k 10-20k 20-50k 50-100k over 100k

What is your ongoing budget for the website?

\$100-\$200 \$200-500 \$500-1,000 over \$1,000

Domain Hosting service: \$

Registering Domain Name: \$

Will you be offering products/services online? Yes No

Shopping Cart to be used: www.shoppingcart.com

Shopping Cart Fees: [Fees to use shopping cart](#)

Do you Need a Merchant account for credit card processing? Yes No

Merchant Account Fees: [Fees charged by merchant account](#)

Are there any content licensing fees you will be required to pay? Yes No

Company Name: [Company](#)

Type of content: [Describe what service or product this company provides](#)

Fees: \$

Company Name: [Company](#)

Type of content: [Describe what service or product this company provides](#)

Fees: \$

Company Name: [Company](#)

Type of content: [Describe what service or product this company provides](#)

Fees: \$

Projected Revenue from the site:

Year 1: \$ Year 2: \$ Year 3: \$

DEVELOPING INTERNET PRESENCE

Now that you've decided that it is to your company's benefit to have an Internet presence there are a few technical things that must be taken care of. Virtual Technocrats, LLC will assist you in this process, if necessary.

Domain Information

Do you currently have a registered domain? Yes No

If yes what is the URL name: <http://www.yourcompany.com>

If no Do you want VT to research available domain names for you? Yes No

Choice 1: www.option1.com

Choice 2: www.option2.com

Choice 3: www.option3.com

Choice 4: www.option4.com

Choice 5: www.option5.com

Choice 6: www.option6.com

Where will your site be hosted?

Virtual Technocrats, LLC Own server Other Commercial server: [Name of service](#)

What web design firm will we use?

Virtual Technocrats, LLC In-House Other: [Name of Company](#)

COMPETITIVE ANALYSIS

The Internet is a very competitive atmosphere and knowing your competition is even more important than ever.

Who do you see as your main competitors?

Competitive url: www.competitor1.com

Likes: Describe what you like about the site.

Dislikes: Describe what you dislike about their site.

Source Code Meta Tags used by company:

<META name="KEYWORDS" content= "Insert keywords this competitor uses in its meta tags.">

<META name="DESCRIPTION" content= "Insert the description in competitor's meta tags.">

Competitive url: www.competitor2.com

Likes: Describe what you like about the site.

Dislike: Describe what you dislike about their site.

Source Code Meta Tags used by company:

<META name="KEYWORDS" content= "Insert keywords this competitor uses in its meta tags.">

<META name="DESCRIPTION" content= "Insert the description in competitor's meta tags.">

Competitive url: www.competitor3.com

Likes: Describe what you like about the site.

Dislikes: Describe what you dislike about their site.

Source Code Meta Tags used by company:

<META name="KEYWORDS" content= "Insert keywords this competitor uses in its meta tags.">

<META name="DESCRIPTION" content= "Insert the description in competitor's meta tags.">

When you perform a search for services/products you offer who are the top 5 hits?

#1: <http://www.top5.com>

#2: <http://www.top5.com>

#3: <http://www.top5.com>

#4: <http://www.top5.com>

#5: <http://www.top5.com>

What search criteria did you use? List exact search criteria you used.

SITE DESCRIPTION

One of the main routes that customers will find you on the Internet is through one of the many search engines available to them. It is essential to select the proper keywords and phrases that a potential customer would use to locate your business.

List all keywords/phrases that a customer would use in a search engine to find your site.

keyword, phrase

List the 10 most important words from the above list

1. keyword/phrase
2. keyword/phrase
3. keyword/phrase
4. keyword/phrase
5. keyword/phrase
6. keyword/phrase
7. keyword/phrase
8. keyword/phrase
9. keyword/phrase
10. keyword/phrase

Write a website description that incorporates as many relevant keywords as possible from the list above.

Create a 20-25 word description (no more than 200 characters)

DETERMINING PRODUCT/SERVICE OFFERINGS

In many cases the Internet will be used to supplement a traditional brick and mortar store and in others it will be the store in its entirety. In either scenario there is a need to establish what products and services will be made available. Remember the competition is fierce out there so work hard on finding a way to set your company apart from others. You are unique and now is the time to show it.

List the Products and services you will promote using the Internet.

Product/Service: Name/description of product or service

Unique: Describe what makes this product unique.

Promotion: Describe method of promoting this service.

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Promotion: Describe method of promoting this service.

How will Internet product sales compliment your current strategies or conflict with them? (Will it cause problems with your resellers?)

Compliment: Describe how the Internet will compliment your current marketing strategies.

Conflict: Describe any possible conflicts the internet could produce with your current marketing strategies.

What features can you include to customers to come back often?

- Calendar of Events
- Specials/coupons
- Homework Hotline
- Upcoming Events
- New Products or Services

- Tools of the trade: Describe online tools you will offer.
- Free Information/services: Describe what free information/services will draw people to return to your site.
- Free web based e-mail
- Pre-purchase research tools:

From a customers perspective “Why would I want/need to visit your website?” use to determine what information will be presented?

Wants: Describe what the customer wants.

Method: Describe how you will fulfill customer's wants.

Wants: Describe what the customer wants.

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Method: Describe how you will fulfill customer's wants.

What do you want your visitors to do once they reach your site?

Action: Action you want customer to perform

Method: Describe how you plan to generate this reaction from customer.

Action: Action you want customer to perform

Method: Describe how you plan to generate this reaction from customer.

Action: Action you want customer to perform

Method: Describe how you plan to generate this reaction from customer.

Action: Action you want customer to perform

Method: Describe how you plan to generate this reaction from customer.

Action: Action you want customer to perform

Method: Describe how you plan to generate this reaction from customer.

SITE DEVELOPMENT TEAM

Unfortunately a website doesn't create itself out of thin air. A website development team needs to be formed to collect and create the desired content. If you are a small business or creating a simple site this may be a team of one or two. Keep in mind that it is best not to have one person do everything. At a bare minimum make sure that SEVERAL others proof the content for spelling and grammar errors before and after it goes to the design firm.

Who will oversee the development of the site? Name of person in charge of site development

Who is responsible for gathering information and getting it to the overseer of the site?

Individual or Team	Content Responsibility	Due Date
Name of Person/people	Describe what content they are responsible for.	01/01/2005
Name of Person/people	Describe what content they are responsible for.	01/01/2005
Name of Person/people	Describe what content they are responsible for.	01/01/2005
Name of Person/people	Describe what content they are responsible for.	01/01/2005
Name of Person/people	Describe what content they are responsible for.	01/01/2005
Name of Person/people	Describe what content they are responsible for.	01/01/2005
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Name of Person/people	Describe what content they are responsible for.	01/01/2005

Who previews and authorizes acceptance of each section?

Authorized by	Section
Name of person signing off section	Name of Section he/she approves
Name of person signing off section	Name of Section he/she approves
Name of person signing off section	Name of Section he/she approves
Name of person signing off section	Name of Section he/she approves

Who will sign off on the final web design project? Authorized Person/people Name(s)

Filename: Internet Business Plan-pdf-password.doc
Directory: C:\My Documents\Virtual
Technocrats\Worksheets\InternetBusinessPlan
Template: C:\WINDOWS\Profiles\trish\Application
Data\Microsoft\Templates\Normal.dot
Title: Internet Business Planning Worksheet
Subject: Website Planning Series
Author: Patricia A Rorabaugh & L. Joshua Eikov
Keywords:
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Creation Date: 12/7/2001 7:07 PM
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Last Saved On: 12/7/2001 7:07 PM
Last Saved By: Trisha Eikov
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As of Last Complete Printing
Number of Pages: 14
Number of Words: 3,665 (approx.)
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