



BUSINESS VALUE PROPOSITION WORKSHEET

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Version: 2013.06.01

INTRODUCTION. Your business value proposition (BVP) and your customer needs. What does your business offer? Who wants it, and why? Use this worksheet to define what you have vs. what they want. Be brief!

Business Value Proposition (BVP). Describe your business in less than ONE PARAGRAPH (< 450 Characters): _____

Customers. Who are your customers? List any and all people / organizations that might be interested in your product or service:

Customer Segments. Do your customers segment into distinct groups with different characteristics? What are they?

Group #1: _____

Group #2: _____

Group #3: _____

Group #4: _____

Connection. How does what you have satisfy what they want? Where is the value connection between your product / service and their need / want?

You offer _____ and your customers want _____. Some of the connection points between the product or service (*circle one or both*) that you offer and customer needs or wants (*circle one or both*) are -

Connection #1: _____

Connection #2: _____

Connection #3: _____

Tip. The connection points may differ for different customer groups!

Search Paths. How might potential customers find you? Note: this may differ by different customer segments, and the search paths can be mutually supportive!

- Search:** customers go to Google / Bing and enter keywords.
- Recommend:** they find you by first finding, or listening, to another person or company that is “more important” and who “recommends” you.
- Share:** they get informed by friends, family, colleagues about trusted businesses. This might even be by **viral marketing**.
- Browse:** they don’t really look for you, but find you when they are on defined websites, portals, magazines, trade shows and as they browse they see your offer.

Interrupt: they don't really look for you, but find you through traditional advertising as on TV, email marketing, pop up ads and the like that "interrupt" what they are doing.

Desired Action and Sales Ladder. When they land on your website, what do you want them to actually do? Is there something attractive, easy, and free as the first step?

Register for something Buy Something (e-commerce)

Other: _____

Yes! You have something free to give away: _____

No, you don't. Why: _____

Measure. How can you measure the accomplishment of our website goals?

Rank on Google. You can (should / have) set measured your rank on Google vs. target keywords.

Website Traffic. You can (should / have) begun to measure how much traffic you have and where it originates (organic search, paid advertising, referrals, social media, etc.).

Goals. You can (should / have) set "goals" in Google Analytics reflecting registrations, sales, or other steps in your sales funnel.

Telephone number or extensions. You can (should / have) set up vanity phone numbers or extensions so that when someone emails or calls on the phone you can track back to the point of origin (e.g., newsletter, social media post, Web inquiry, etc.).

Offer codes. You can (should / have) set up vanity offer codes and coupon codes, so that people will inquiry for the relevant code and you can track back the point of origin (e.g., newsletter, social media post, Web inquiry, etc.).