

To all Ruislip Manor business owners

22nd March 2010

Dear Sir or Madam,

Ruislip Manor's website – www.ruislipmanor.com

I am a local resident and have lived and worked in Ruislip Manor for the last 9 years. I work from home, providing small businesses and other homeworkers with telephone, email, and on-site technical support and website development.

I have been able to register www.ruislipmanor.com and www.ruislipmanor.co.uk (among others) and am starting to create a local website with them. The website address is easy to remember and will do well in searches on all of the main search engines (Google, MSN, Bing, Yahoo etc) when people search for 'Ruislip Manor' or shops/facilities in Ruislip Manor.

The website will be aimed at local residents, and prospective local residents – ie I'd like it to be the website I wish that I could've referred to when I first moved to Ruislip Manor. The website will have information on it that is genuinely useful to new and existing local residents – from things like which days the bins are collected and what can be recycled, to the local bus routes and what the time the first/last tube trains leave.

Part of any local information resource website has to include local business listings, and I will be creating a street-by-street guide (plotting post boxes, phone boxes, public toilets etc) as well as giving information on local shops and businesses with things like opening hours, photos of the shops, contact details etc.

As a local business owner, I need your help in collecting some of the information. Please visit www.ruislipmanor.com/add to register your business. There is a simple form on that webpage which will collect your name, your business/shop/organisation name, and your contact details. If you want to give more information such as your web address, opening hours, or photos of your shop, you can submit those too.

I'll be using the details that you and the other local businesses submit over the next week to create an initial few pages and will build upon them as the months progress. Please give your email address if you have one – you can choose for it not to be displayed on the website if you prefer – because it is easier for me to contact you about your business's listing by email rather than distributed printed notes like this one.

You can additionally, and optionally, choose to add your email address to a mailing list for updates: I will be running two mailing lists – one for businesses like yours (initially to announce updates to the website, but potentially for other announcements too) and one for local residents and users of the website itself. You can join one, both or neither of those mailing lists – it's up to you. I will hold your email address responsibly and will not send you any spam: messages you receive will either be about your listing specifically, or from the mailing list – and the mailing list will have an easy unsubscribe link at the bottom of every single message.



continued overleaf...

The website will be free to use and business listings will be free now and forever. I hate banner advertising and affiliate commission-earning links getting in the way of genuine information resources on websites as much as anyone else, and will not be filling www.ruislipmanor.com with advertising. For that reason, I will not be taking paid-for advertising or priority placements on the website. For you, that means that the listing for your business will be free, and for visitors to the website, it means their use of the website will not be slowed down by cumbersome advertising and they'll be able to get to the information they want quickly and easily.

I have been developing websites professionally for over 10 years and will be creating and maintain this website myself. Of course, I hope that by getting in touch with more local businesses that I will pick up some extra work in creating websites for local businesses or helping with telephone, email or onsite technical support, but the main reason for me creating this website is that I think such a website should already really exist. It doesn't, so I'm creating it myself!

If you have internet access, please visit www.ruislipmanor.com/add this week and submit your business's details. If you don't have internet access, you can give the same details on the form at the bottom of this page and drop it round to me at 32 Ashburton Road (between the two roundabouts and parallel to Victoria Road) ... but please save me retyping everything and do it online if you can.

I have left a copy of this note with every shop along Victoria Road and around the traffic lights, but if you know anyone who works from home, an office above the shops, or who hasn't got a copy, please let them know and ask them to visit www.ruislipmanor.com/add and submit their own details.

If you have any questions or suggestions about the www.ruislipmanor.com website or would like to talk to me about website development or technical support, please call me on 020 3411 4445 or email daniel@digitalred.com

Yours sincerely,

Daniel O'Neill
Digital Red
daniel@digitalred.com

Please complete this form only if you can't do it online at www.ruislipmanor.com/add

Your name: _____

Business details:
(opening hours, business description etc)

Business name: _____

Telephone number: _____

Address: _____

Email address: _____

Tick one:

- Publish email address on business listing, or
- Don't publish online – use only to contact me

Tick to join email mailing list:

- Join local businesses mailing list for updates
- Join residents/users mailing list for updates
