

Table of Contents

Purpose of this document.....	1
Question list.....	1
Business Email Accounts.....	4
Website Content.....	5
Shopping Cart.....	6
Additional Requirements.....	7
Next Steps – Where to from here?.....	7

Purpose of this document

The purpose of this document is to improve the communication between us and our clients so that we can ensure our clients expectations are met. It has taken a number of years to refine our web design process, and this document has become a key success factor in delivering high quality business websites. While this document may seem tedious to complete, the intention is to reduce unnecessary interaction over the entire period of our web design process, so that more time is spent on high value interaction between you and us.

Question list

Please complete all the questions below – They have a significant impact on the quality of your website.

1	Please describe in a short paragraph what you would like to accomplish with your new website? [E.g. Brand awareness, sell specific services or products]	
2	Please specify the provinces and areas that your website must target? [E.g. Gauteng, Johannesburg, Pretoria, etc.]	
3	Please specify how you would like a web visitor to interact with your website? [E.g. Basic website: Step1: Search on Google for XXXX, Step2: Read home page, Step3: Click on Contact Us page. Step 4: Email or Phone us] [E.g. Web store: Step1: Search on Google for XXXX, Step2: Read home page that lists products, Step3: Click on Product to view product details, Step4: Checkout, Step5: Customer saves contact details & delivery address, Step6: Website emails order OR allows visitor to pay by credit card]	
4	What is your company name?	
5	Do you have an existing website? [Yes/No] [Please also specify domain name of this website]	Yes/No www.existingwebsite.co.za
6	Do you already own a domain name for your new	Yes/No

	<p>website? [Yes/No] [Please specify domain name. We will transfer existing domain names to us to ensure all administration and renewals are done each year]</p>	www.domain4newwebsite.co.za
7	<p>If you don't own a domain name, are there any domain names that you like? [We may advise on a different domain name for search engine optimization purposes. We will only purchase domain name once there is an agreement on the name]</p>	www.domainname1.co.za www.domainname2.co.za www.domainname3.co.za
8	<p>What would you like the name of your website to be? [E.g. your domain name might be watersanitizer.co.za but the name on your logo and main heading might be "ABC Water Sanitizers"]</p>	
9	<p>Do you have a logo? [Yes/No] [Please attach logo if applicable. Logo must be a transparent .png image – Your design company will know how to create this. If you don't have a transparent logo, please specify this here so we can make logo transparent]</p>	Yes/No
10	<p>Would you like us to design your logo? [Yes/No] [Please explain what colours you would like in your logo. Change colours in the text on the right to indicate the colours you like or alternatively send us samples]</p>	Yes/No This is my color1 This is my color2
11	<p>Would text would you like in your new logo? [E.g. Text in logo might be "ABC Water Sanitizers" or just "Water Sanitizers"]</p>	
12	<p>Please specify colours for your website? [Change colours in the text on the right to indicate the colours you like – A website should not have more than 3 colours. If you would like us to base the colours from your logo and brochures, please specify this. If you have no idea and you would like us to come up with professional colour combinations, please specify this. Note: We may change or advise on different colours if selection is not working with design]</p>	This is my color1 This is my color1 This is my color2
13	<p>Do you have brochures or letter heads? [Please attach samples to email. We may use some of the design elements from your existing marketing material – Please specify if you do not want this or do not have samples]</p>	Yes/No
14	<p>Would you like us to keep a similar look and feel as your previous website? [Yes/No]</p>	Yes/No/N/A
15	<p>Would you like us to transfer content from old website? [Important: Please ensure all content for each page is included in this document in the "Website Content" section. E.g. Home page, about us page etc. You can also insert the website links to your old website if you want the content as it is on your old website.]</p>	Yes/No
16	<p>Please give us two website names that reflect a look and feel that you like:</p>	www.website1.co.za www.website2.co.za

	[This will give us a good indication of what you like – We wont copy the websites]	
17	Do you have specific images you would like us to use on your website? [Yes/No] [Please email us images you would like to use – Please ensure you refer to images in the “Website Content” section under each page. E.g. Home Page, About Us, Contact Us, Custom Page1]	Yes/No
18	Do you have any YouTube videos that you would like referenced on your website? [Yes/No] [Please ensure you refer to the videos in the “Website Content” section under each page. E.g. Home Page, About Us, Contact Us, Custom Page1]	
19	Do you have any social sites? [Yes/No] [Please list all social sites so we can link to them]	Google My Business: Yes/No Google+: plus.google.com/xxxx Facebook: facebook.com/xxxx LinkedIn: linkedin.com/xxxx Pinterest: za.pinterest.com/xxxx Twitter: twitter.com/xxxx Instagram: instagram.com/xxxx
20	Do you have a terms and conditions page? [Yes/No] [Please add this to the “Terms and Conditions” page under “Website Content”]	Yes/No
21	Do you require shopping cart functionality? [Yes/No]	Yes/No
22	Will your products include VAT? [Yes/No] [Only answer if applicable]	Yes/No
23	What types of products will you be selling on your shopping cart? [Only answer if applicable]	N/A
24	Will you accept credit card payments on your website? [Only answer if applicable – See Fee structure at: https://www.payfast.co.za/fees]	N/A
25	Market Research – Keywords starting point [In order for us to perform correct market research on your business, we need to understand what keywords are relevant to your industry. E.g. What words would you type into Google to search for a similar business? - Example: For a product that cleans water, the keywords might be: “water sanitiser” and “water cleanser” and “water sanitiser johannesburg” etc. Please list as many keywords as you can think of – This will have a significant impact on our research so please take time to think of as many as you can. Our research will confirm and look for	water sanitiser water sanitiser johannesburg water cleanser xxxxxxx

	gaps in your list]	
26	<p>Does your website require integration to other 3rd party providers? [E.g. We can integrate your website with email services like “mailchimp.com” so that users on your website can subscribe to your newsletters]</p>	
27	<p>Do you require training?[Yes/No] [Do you require training so that you or your staff can maintain the website content yourself?]</p>	Yes/No
28	<p>Document format [Please send this document in PDF or Microsoft Word format – We do not accept any other formats – Thank you]</p>	Ok
29	<p>Invoice details [Please specify all your company/personal details that you would like included on your invoice. E.g. Company Name that must be invoiced, address, P.O.Box, Vat number etc.]</p>	
30	<p>Proof of payment (50% deposit) [Yes/No] [Please pay 50% of the amount as reflected on the automated website quote or 50% of invoice amount – Invoice will be sent after the deposit is paid]</p> <p>Please email your proof of payment to accounts@websitewebdesigns.co.za – Thank you!</p> <p>Our banking details: Website Web Designs Standard bank Account number: 333047494 Branch: 009953</p>	Yes/No

Business Email Accounts

Please list the email accounts that you would like us to setup. If the domain is still undecided, please just specify the names as in: **me@mydomain.co.za**

Name	Email Address
Email 1 (Contact form will email this address and we will then forward any further email from “info“ to other email addresses you specify)	info@mydomain.co.za
Email 2	
Email 3	

Website Content

Use the “Website Content” section to add content per page. e.g. “Home Page”, “About Us Page” etc.

Home Page

Please add the written content you would like on your website home page to this section. If you have specific images that you would like on your home page, please attach them to email and refer to them in your text – See example below:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

****image1.jpg goes here. Please attach separately to email and not in this doc so no quality is lost****

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

****image2.jpg goes here. Please attach separately to email and not in this doc so no quality is lost****

About Us Page

Please add the written content you would like on your “about us” page to this section.

When a visitor lands on your website home page and is captured by your website, the page they often visit next is the "About Us" page, which makes it one of the most viewed pages on a website. Why is this? - The answer is actually quite simple: Visitors are looking for a real company that is legitimate, honest, trust worthy and more importantly not going to run away with their hard earned cash. By explaining to your visitor who you are and what you do, you are able to build credibility and that is priceless.

Contact Us Page

Please add any written content you would like on this page to this section. Please also include:

Landline: [Only include this if you would like this added]	
--	--

Cell: [Only include this if you would like this added]	
Directions: [Only include this if you would like this added]	
Contact Form Email Address [The email addresses that will receive emails from your website contact form]	me@mynewwebsite.co.za info@mynewwebsite.co.za
Physical Address [Only include this if you would like this added]	
Contact Person(s) + Cell\Tel Numbers [Only include this if you would like this added]	

Custom Page 1

Use this section to send us content that you would like on your custom page. If you have more than 1 custom page, simply copy this section and add more custom pages.

Custom Page 2

Use this section to send us content that you would like on your custom page. If you have more than 1 custom page, simply copy this section and add more custom pages.

Terms and conditions Page

Use this section to include your website terms and conditions.

Shopping Cart

Shopping Cart – Product 1

We add 3 products for free. Use this section to include details about your products.

Selling price:

Product Short Name (Approx 20 characters):

Product Description (Paragraph or two):

Features of Product (List of product features):

Product Image1:

Product Image2:

Product Image3:

Shopping Cart – Product 2

We add 3 products for free. Use this section to include details about your products.

Selling price:

Product Short Name (Approx 20 characters):

Product Description (Paragraph or two):

Features of Product (List of product features):

Product Image1:

Product Image2:

Product Image3:

Shopping Cart – Product 3

We add 3 products for free. Use this section to include details about your products.

Selling price:

Product Short Name (Approx 20 characters):

Product Description (Paragraph or two):

Features of Product (List of product features):

Product Image1:

Product Image2:

Product Image3:

Additional Requirements

Please let us know if there is anything else you would like to mention.

Next Steps – Where to from here?

Once we have received a completed form with images, docs and attached proof of payment (50%), we will begin the next 3 steps on this exciting journey:

1. **Market Research** – Building a high quality website requires that we understand your businesses online market. This is our first and most important step as it lays the foundation for the entire website.
2. **Agree on domain name.** The market research in step 1 will assist us in determining a suitable domain name.
3. **Start Home page design** and send sample to you for review and approval.