



## Website Design Questionnaire

During your website design consultation, our website designer will ask some questions about your vision for your website, your requirements, and the types of pages and content you want on your site. Before your phone consultation, please take a look at the questions and information provided below.

1. Would you like to change the design of your selected template? If so, how would you like the design modified? Specify colours, fonts, and images. Please note that template modification incurs an additional fee.
2. What type of look and feel do you envisage for your site?
3. What will be the most important function of your website i.e. what do you want your website visitors to complete? (e.g. contact you for a quote, download a menu etc.)
4. Are there any existing websites that you like, from a design perspective?
5. Do you have electronic copies of photos, logos etc. that you can supply to us?
6. What type of pages do you want included on your website? For each of the 5 pages you choose, you will need to supply text content and images. Provided below is a list of the most common types of website pages, along with brief descriptions/examples of what that page might contain:

### **Home**

Your homepage should give your website visitors an indication or summary of what you do and what your website is about, as well as providing clear navigation to wherever the visitor might want to go next. Most website visitors will decide within the first few seconds whether or not they have found what they were looking for, so your homepage needs to be attractive and emphasise what you are offering of value to users of your site.

### **About Us**

This page will explain a bit about your company, sports club, hobby site etc. Where you started out from, how long you've been around or in business for etc.



### **Contact Us (with optional Google Street Map)**

Here you would display your contact details including your name, address, phone number, fax number (if applicable), email address, emergency or after hours contact details, and if appropriate a Google street map with directions on how to find you.

### **Booking/Reservation/Enquiry Form**

Provide a form on your website where people can fill in their details and make an enquiry or request a booking, which you would then receive via email. You will need to tell us the specific information you would like collected in the form and indicate which fields (boxes) are 'required' or compulsory fields that users must complete.

### **Products / Services (note that products will not be available to purchase online)**

Here you can display images and descriptions of the products you have available to purchase. It's not recommended to make this page too long or too text heavy – you can always provide a link on the page saying "Contact us for further information" which directs the visitor to complete your enquiry form.

### **Pricing / Promotions**

If you have a price list for your products/services or information about your current promotions or giveaways include this on your website. It is always frustrating for consumers when they cannot find pricing details, so if your price list is not commercially sensitive information it's a good idea to include it.

### **Links / Resources**

If you would like to give your visitors a list of links to other websites, articles or software downloads that they might find helpful.

### **News / Press Releases / Articles**

If your business or service is one which would benefit from letting your customers and clients know up to date information about what is going on you may want to put a news page on the website. A news page gives you the opportunity to provide your visitors with fresh content.

### **Upcoming Events**

If you are a club, society, educational institute or any organisation that holds regular events or meetings, you can let your members know what's coming up that they may wish to attend.



### **Frequently Asked Questions / Tutorials / Help**

If your website visitors would benefit from having some information provided online to assist them with addressing any concerns, using your service or choosing the best product to suit their needs you can display the most frequently asked questions and their answers, or step-by-step guides and tutorials. Common FAQs would be “How much does it cost?”, “How long will it take?” etc.

### **Gallery (limit of 25 photos/images)**

Display a collection of photos/images that visitors can browse through on this page. Your gallery might include a showcase of previously completed jobs or projects, or a selection of your best hand-made crafts. If you require more than 25 photos to be included, please contact us for pricing.

### **Document Download (limit of 10 downloadable documents)**

If the purpose of your website is to provide information on a particular topic, or you have a product sample or catalogue that you would like to make available for visitors, we can make a page containing up to 10 documents (.pdf files) that can be downloaded from your site. If you require more than 10 documents be available for download, please contact us for pricing.

### **Policies / Terms & Conditions**

Make sure that your current and potential customers are informed of the Terms & Conditions or Policies you operate by. If you collect customer contact details through your website it's a good idea to include a Privacy Policy to reassure them that you will not pass on their contact details to any third party (for the purposes of spamming etc).

### **Customer Showcase / Testimonials**

If you have satisfied customers who are happy to share with the public their experience with you or your organisation, ask them to write a short testimonial and display a selection of these on your website. This is a great way to reassure potential customers that you are the right person or company to be doing business with.

### **Reseller / Affiliate / Franchise Programs**

If you offer your services to resellers or you have an affiliate program set up, the best place to let people know about the benefits of the program and how to apply is via your website.