

Questions and information for prospective clients

In order to successfully develop the kind of website you want, it is important that your web designer has as much information as possible from the very beginning.

These five pages contain the standard questions that I would ask any prospective client; they are written with the small business customer in mind, but the same questions would apply equally well to any other organisations or individuals.

Please try to answer each question as fully as you can; they help me to have a clearer understanding of your requirements and expectations, and just as importantly they may also help you to decide how you want your website to be.

What is the name of your business?

What is the intended purpose of your website?

Who are your typical customers?

Think about your target audience and the kind of service you offer: are you aiming your website at specific groups such as businesses, younger/older people, enthusiasts, etc., or simply the general public at large?

Does your business have an existing logo and/or colour scheme?

Do you have any images that could be used on the website?

Photographs (digital, if possible), drawings, other logos or emblems.

Unfortunately I can't undertake to source images on behalf of clients as it can be a time-consuming business trying to find exactly the right thing for someone else. If you do need to acquire royalty-free images for your site then there are several specialist websites (such as www.istockphoto.com) that are worth seeking out. I am quite happy to give further guidance or advice if required.

Please list any websites that you particularly like the look of:

Browsing the web to see how similar businesses have presented themselves cannot be recommended strongly enough!

Do you have any specific requests for the look and style of the website?

Do you already have some suitable text that could be used on the website?

For example, this could be from leaflets, brochures or any other promotional material that you may already have.

Please note: It is your responsibility to come up with all of the text that will appear on the website. I am happy to advise and to lightly edit any proposed content, but I cannot undertake to write it for you.

Do you have an idea for the structure and organisation of your website?

As well as a **Home Page** that introduces your business, your website might include pages under headings such as **Products, Services, About Us, Contact Details, Frequently Asked Questions, Gallery**, etc.



Do you already have a domain name registered? (Y/N)

For example: mybusiness.co.uk; your domain name will form your web address (e.g. www.mybusiness.co.uk) and may be used as the basis for e-mail addresses (e.g. your.name@mybusiness.co.uk).

If so, what is it? If not, what domain name would you like?

Do you already have web hosting organised? (Y/N)

In order for people to be able to see your website you need to have it uploaded to a computer called a web server. Web servers hold copies of the files that make up your website and can make your web pages available to users around the clock – this service is called web hosting.

If so, who is your web hosting company and what web hosting package do you have with them?

Many new clients do not have web hosting pre-arranged when they commission a website. If that is your situation then I am happy to take care of this for you. I can either set this up with a web hosting company specified by you, or recommend a web hosting company that I have found to be reliable in the past (for example, my own website, www.stellarwebdesign.co.uk, is hosted by a reputable Danish web hosting company called One.com). In any event, I would normally pass on the cost of web hosting to you directly (no added 'admin' fees). However, I should make it clear that **the cost of web hosting is separate from and in addition to my own charges** for designing and building your website.

Is there a deadline that you'd like to work towards?



**Your business contact details
(for inclusion on the website):**

Address, business telephone/fax numbers, e-mail address, opening times, etc.

Your personal contact details:

This is for my information only (i.e. not for inclusion on your website)

Important notes – please read!

1. **Images:** Wherever possible images should be supplied electronically – preferably in one of the following formats: JPEG (.jpg – best for photographs), GIF (.gif – best for logos or line drawings), TIFF (.tif) or PDF (.pdf). If that is not possible then please supply them in hard copy form and I will scan them in, although the quality of scanned images is seldom as good as it is for images supplied in their original electronic format.
2. **Copyright:** Please note – it is incumbent on you to ensure that you have the necessary permissions to reproduce any images or text that you use on your website; it is not at all rare for copyright holders to vigorously prosecute individuals who have flouted the law, knowingly or otherwise!
3. **Estimate:** When I have a clear understanding of what you want, and once you have supplied all of the relevant text and images, I can proceed with building your website. Before commencing work, I will give you an **estimate** of the final cost. This should **not** be regarded as a hard-and-fast quote, but a reasonable estimate which I will make every effort to stick to as closely as possible.
4. **Design and development:** The timescale for building your website firstly depends upon how quickly you can supply me with your text, images and design specifications and subsequently upon the size and complexity of the site itself. Good communication between client and web designer is essential for a successful website project. You will be invited to provide feedback during the design and development process which will enable me to make reasonable adjustments and revisions to your website on its journey to completion.
5. **Completion and payment:** When you have approved the finished website I will send you an invoice for the final amount to be paid in full within 14 days. Once payment has been received I can release the completed website files to you, or if required, upload them to your nominated web host as agreed in advance.
6. I reserve the right to decline or terminate any commissions without explanation, justification, or further notice, as I see fit.