

# LOCAL WEBSITE DESIGN

We craft digital solutions that work. For growing businesses like yours.

1-5 Page CMS Website Design Brief

**R 3999.00\*** Once Off

\*Excludes Domain Registration & Web and Email Hosting

## Welcome. This is the first step in the journey to creating your professional website.

Let's build an online presence that works to connect you with local customers looking for products and services like yours.

To help you along your journey to digital stardom we've compiled this handy guide so together we deliver outstanding results, but before we get started, share your vision with us.

If you could use 3 words to describe the perfect website, what would they be? Alternatively, share examples (using links) of 3 websites that you love, with us.

1.	
2.	
3.	

### What do you want website visitors to feel when they visit your website?

1.	
2.	
3.	

### What is the primary purpose of your website?

Gather Leads	Product & Service Information	Download Whitepapers/Brochures
Answer Customer Questions	Share Contact Information	Signup for Services
Other. Please specify.	Other. Please specify	Other. Please specify.

### Who is your ideal customer? Who would you like to attract to your website?

Businesses	Geographical Location	Male/ Female
Consumers	Specific Industry/Occupation	Age Group
Other. Please specify.		

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info@localwebsitedesign.co.za

1 Bridgeways Junction, Bridgewater Precinct, Century City, Cape Town.

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## Let's get started! **STEP 1 – Domain Registration**

Your domain name is your digital IP address translated into an easily accessible web address. It consists of your business/brand name of your choice and a TLD – this is your domain extension, ie .co.za, .com, .net – as an example our domain name is “Local Website Design” and our TLD is .co.za.

Provide 4 domain name options for your new website in order of preference.

Option 1	
Option 2	
Option 3	
Option 4	

## Select your preferred TLD extension:

\*TLD Extensions are renewable annually.

<input type="checkbox"/>	.co.za R126.83	<input type="checkbox"/>	.org R312	<input type="checkbox"/>	.biz R369.08	<input type="checkbox"/>	.capetown R468.83	<input type="checkbox"/>	.eu R283.58	<input type="checkbox"/>	.net R283.58	<input type="checkbox"/>	.mobi R397.58	<input type="checkbox"/>	.info R369.08	<input type="checkbox"/>	.africa R468.83
<input type="checkbox"/>	.tv R1081.58	<input type="checkbox"/>	.com R269.33	<input type="checkbox"/>	.co R639.83	<input type="checkbox"/>	.de R283.58	<input type="checkbox"/>	.cc R924.83	<input type="checkbox"/>	.org.za R126.83	<input type="checkbox"/>	.joburg R468.83	<input type="checkbox"/>	.co.uk R411.83	<input type="checkbox"/>	.durban R468.83

## STEP 2 – Website & Email Hosting

Your selected hosting package determines the amount of traffic, content and email accounts you have access to. Hosting package fees are payable quarterly or annually in advance.

### Select a hosting package:

Package	Description	X
<b>Basic</b> R49p/m	5 GB SSD storage,5 SSD databases,100 mailboxes,100 email aliases,1 FTP account,10 multiple domains	
<b>Standard</b> R99p/m	10 GB SSD storage,10 SSD databases,250 mailboxes,250 email aliases,3 FTP accounts,25 multiple domains	
<b>Advanced</b> R189p/m	15 GB SSD storage,20 SSD databases,500 mailboxes,500 email aliases,7 FTP accounts,50 multiple domains	
<b>Master</b> R389p/m	20 GB SSD storage,40 SSD databases,1000 mailboxes,1000 email aliases,15 FTP accounts,75 multiple domains	

## STEP 3 – Select a framework

Your new website is developed on a professional template framework which is fully customized to suit your brand. [Select a template framework here →](#)

### Selected Template Framework No:

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## STEP 4 – Your business, branding and styling preferences

### 4a. Media Assets

These must be provided in excellent quality. If you don't have a logo, let us know and we will create a text logo for you.

Logo	Favicon	Banners & Images
<b>Format:</b> PNG, RGB, PSD 8-bit/24-bit Colours <b>Min:</b> 300px X 300px	<b>Format:</b> PNG, GIF, ICO 8-bit/24-bit Colours <b>Min:</b> 32px X 32px	<b>Format:</b> PNG, GIF, JPEG <i>Banners:</i> 1400px X 780px (Min) <i>Images:</i> 500px X 500px (Min)


### 4b. Banner Headers/Image Sliders

Please provide a minimum of 5 excellent quality images to use as page headers/banners of your website pages. Please make sure your labels are clearly marked. Find free stock images here: [www.pixabay.com](http://www.pixabay.com)

Banner Image Name	Page

### 4c. Colours and Styling

Tell us what colors you want us to use on your website. RGB or hexadecimal preferably, but if this makes no sense to you, use the color picker to fill in the blocks below, or send us an image with a color scheme you like, or even other branding you have already done with your colors.

Main Color	Secondary Color	Elements Color
Use the color picker  in the main menu area, under "home" to fill up the respective blocks below.		

### 4d. Tagline

This should not be more than a sentence. If you don't have one, don't worry, provide us with some keywords instead like: "Electrician in Newlands."

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## 4e. Features

What makes you different? What are you well known for? Share the primary features of you/your business/product here.

## 4f. Testimonials

Tell potential customers what your existing customers have said about you.

Customer Name	Comments	Image Required? Y/N

## 4g. Client List   Affiliations   Brands you work with

Share achievements, accolades, partners and affiliations here to show your credibility. This is entirely optional.

Type	Website	Logo Provided? Y/N

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## STEP 5 – Social Media Links & Logins

We need to be able to link to your social media platforms from your website, we also need to verify your site on relevant social media platforms.

Platform	Username	Email Login	Password
Facebook			
Twitter			
Linked In			
Pinterest			
Flickr			
Instagram			
YouTube			
Vine			
Tumblr			
Slideshare			

Since Facebook is always linked to a personal profile, you may grant us administrative access instead of your direct login details if this would make you feel more comfortable, please specify this where relevant.

## STEP 6 – Gmail and Google Analytics

We need to index your website with leading search engines to ensure visibility. We also need to setup your Google Analytics tracking code and Google Maps API to do this we need to access your Gmail Account. Let our team know if you don't have a Gmail account so we can set one up for you.

Email Address	Password

**Your information is always treated with absolute discretion.**

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## STEP 7 – Page(s) Information

Label each of your website pages. “Home” and “Contact Us” are required. Label your other pages according to the content. For example: “About Us”/”Services”.

<b>Page 1</b>	<b>Home</b>
<b>Page 2</b>	
<b>Page 3</b>	
<b>Page 4</b>	
<b>Page 5</b>	<b>Contact Us</b>

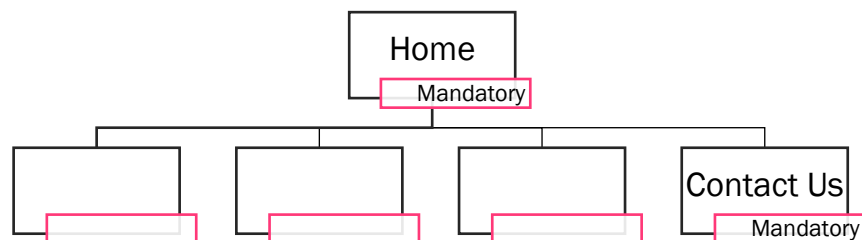
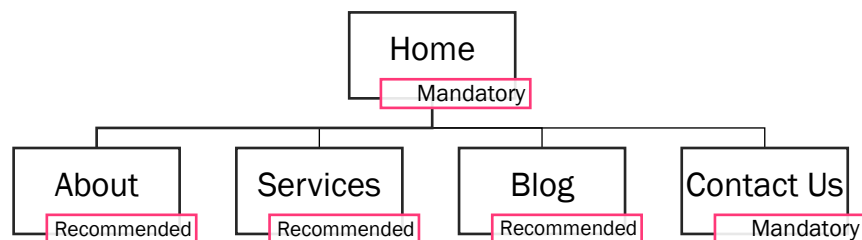
Once you have completed this brief and compiled your content for each page, request a Google Drive folder from us and you can upload your clearly labeled website content and media assets there for us, so we can start working on your new website.



When compiling the content for your website, pay careful consideration to your keywords and the message you’re portraying to potential customers. Make sure that each page’s content is clearly labelled, according to the pages you have specified above, before submission. Use the page content template at the end of this brief to capture your content.



**Here is a great example of a professional website structure. Map out your own below the example:**



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## PAGE 1: HOME PAGE

These are the words you want to appear on your home. This is also the landing page of your website and must focus on what makes your company unique, and why people should choose to use your services over an opposition company. Make sure your visitors can find exactly what they are looking for when they land on this page.

## Notes/Special Requests

If you'd like to give us any special requirements or information you can do so here.

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## PAGE 2:

### Notes/Special Requests

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## PAGE 3:

### Notes/Special Requests

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## PAGE 4:

### Notes/Special Requests

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## PAGE 5: CONTACT US

What words do you want to appear on your contact page and above your contact/opt-in form?

Contact Page	Contact Form

## How can potential customers, industry partners and suppliers contact you?

Only complete the information that you need published on your website.

Contact Information	Details		
Telephone Number/s			
Fax Number/s			
Email Address/es			
Street Address			
Postal Address			
Dropbox			
Skype			
Google Map GPS Coordinates	Latitude		Longitude

## Contact Form Preferences/Opt-In

Your contact form contains 8 fields, including Akismet anti-spam/Re-captcha and Submit. Label the other 6 fields with the information you need from potential customers.

Field	Example	Your Field Label
1	Name & Surname	
2	Email Address	
3	Telephone Number	
4	Subject	
5	Message Body	
6	<input type="checkbox"/> List Selection <input type="checkbox"/> Check boxes <input type="checkbox"/> Radio Boxes *Optional	*List options here if relevant
7	Akismet Anti-spam/ReCaptcha	Akismet Anti-spam/ReCaptcha
8	Submit Form	Submit Button

## What email address will the submitted forms be sent to?

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## WEBSITE PAGE INSPIRATION

### About Us Page

Here are some examples of the kind of information we can feature on your “About us” Page, should you opt to have one. Complete whatever you feel is relevant if you would like it to be included in a specific page, generally your “About Us” page establishes your credibility.

### **\*\*About You/Your business\*\***

Consider including the following information in your About Us introductory text:

<b>Date Founded</b>	
<b>Founded By</b>	
<b>Why?</b>	
<b>Awards</b>	
<b>Growth MTD</b>	
<b>Areas of Operation</b>	
<b>Vision/Aims</b>	
<b>Mission/Solutions</b>	

### **\*\*Meet the team\*\***

Here you could tell customers more about the people who work in your organization.

<b>Name</b>	<b>Position</b>	<b>Description/Skills</b>	<b>Contact Info (Social/Tel etc)</b>	<b>Photo - Y/N</b>

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## Services/Offerings/Product Page

This is where you will go into a fair amount of detail about the products and services that you offer. Tell potential customers exactly what it is that you do.

Name	Description	Price	Billing Cycle	Image Provided Y/N

## PAGE CONTENT

What words do you want to appear on your services page.



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## BLOG ARTICLE CONTENT

Blog articles should contain informative content related to the product or services that you deliver. Blogging is an excellent way to increase website visitors and ultimately conversions.

To adequately prepare for the launch of your website, we request that you provide us with 3 blog articles that we can share on our partner networks and social media.

We will provide you with all the information so that you can easily create your own blog articles when your website is live.

### Blog details

<b>Blog Category/ies</b> Create categories to organize your blog posts.		
<b>Tag Category/ies</b> Create tags (think of these as keywords that your users can use to search your blog)		

Please submit your blog article content in the following format.

<b>Article Title</b>	
<b>Article Date</b>	
<b>Featured Image</b> Must be clearly labelled.	
<b>Full Article Content</b>	

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## WHOO! WHOO!

You're almost there! Here is what you need to do *next*.

- 1. Save this completed document to your computer and then upload it to the booking form in the client studio.**
- 2. Create a main folder on your desktop with sub folders to stay organized, this is where you will save all media assets, banners and content pages/brochures/whitepapers in a clearly labelled fashion in relevant folders.**
- 3. Upload the folder to Google Drive or Dropbox and then share the folder link with us for review so we can confirm a booking date, pay the deposit and discuss any particular customizations you have in mind. Share your folder link to: [info@localwebsitedesign.co.za](mailto:info@localwebsitedesign.co.za) with your company name in the subject line.**

---

Once we have received your booking form and reviewed your content we will send you a demo link and some suggestions so we can finalize the general look and feel together before the big build.

### How long does it take?

Provided that this brief is completed in full, all media assets, logins etc have been provided, we have agreed on the overall design of your website, and you have paid your deposit, you will be allocated a website build day. It is on this special day that we will finalize and publish your brand new website, together, with you!

### Here's what to expect on build day.

Build day is when we work together to finalize your website. **We kindly request that you book off that day on your calendar so that you are readily available to communicate with us throughout the day.**

First, we will setup a private **#SlackChannel** so we can chat easily and send you links to review during the day.

**Then we will make live updates and brief you on your website functionality, our first class support and tips to help you increase your online visibility on leading search engines and social media platforms.** Finally, together, we celebrate a digital ribbon cutting ceremony to introduce your new website to the world, by sharing your website on our social media interest groups, directories and networks.

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## GENERAL TERMS & CONDITIONS

- **All website design is subject to domain registration and hosting with Local Website Design for a minimum of 12 months.**
- **All domain name registrations are subject to successful registration with the Registrar.**
- **All submitted domain names and extensions are activated immediately subject to availability.**
- **Your selected hosting package is valid for 12 months from date of activation and payable upfront in advance.**
- **Traffic exceeding quota stipulated in your hosting package will be charged for at R15 per MB.**
- **Website Development will only commence upon receipt of a fully completed brief, all content and media assets.**

## PAYMENT TERMS

- **Upon receipt of website design brief:**
  - 50% Website Build Fee Upfront
  - Domain Registration Fee Upfront
  - First 3 months Hosting Fee Upfront
- **Upon New Website Sign Off**
  - Balance of Design Fee
  - Balance of hosting plan according to selected payment option
- **Payment Banking Details**

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Cheque Account  
410 147 427  
Bayside  
022209

Please send proof of payment to [info@localwebsitedesign.co.za](mailto:info@localwebsitedesign.co.za) using the customer code on your invoice as a reference.

By submitting this website design brief, I hereby confirm that I agree to the above terms and conditions of business.

Name	Surname	Designation	Date

THANK YOU FOR YOUR SUPPORT! **We're so excited to be your partner in digital growth.**

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