

Building a Website

 07 3257 2027

 outsourcetous.com.au

 info@outsourcetous.com.au



Welcome to Outsource2Us' Build a Website guide. Filling out this booklet will help us understand your business and ensure that the website we build for you captures your brand's essence. If you have any trouble answering any of the questions, please just leave them blank, and we will discuss them in our initial briefing meeting.

Getting Started

Your details

Your name

Business/company name

Mobile number

Email address

Business description

Existing website address (if applicable)

If you do not have an existing website, what would you like the domain to be?



Website Overview

Target Audience (who are you trying to reach)

Geographic (where are they?)

Demographic (who are they? age, gender etc.)

Psychographics (what do they do? lifestyle, behaviours, interests etc.)

General Comments

What is the purpose of my website?

What does my website need?

How many pages will your website have?

Will you be taking payments through the website?

if yes, do you currently have a payment gateway in mind.

Will you be selling products?

Does it need a blog (yes, if you'd like do to SEO)?

Does it need a photo gallery?

Does it need a sitewide search function?



Visual Design



What is the overall look and feel you would like for the site? – eg. corporate, fun, modern

List up to 10 websites of competitors or similar businesses which you like the look of.

Will the images be supplied, or will stock photos be required?

Where will the website be hosted? (Outsource2Us does offer website hosting)

General Notes



eCom Website Features

Answer only if you are looking to build an eCommerce website where people can purchase products from your website.

What does my eCom website need?

- Integration with an existing accounting system?
- Ability to implement discount codes and post specials?
- A loyalty rewards system for users to earn and redeem on my site?
- Affiliate programs that encourage other websites to refer customers by offering rewards?
- Enhanced multimedia for each product, eg. video, multi angle viewing and zooming?
- Customer review and rating options for each product or service?
- Detailed descriptive features, such as sizing, colours, and materials?
- A currency converter?
- Customer registration option?
- Quick buy or 'checkout as guest' feature?
- Option for customers to shortlist their favourite products?
- Pre-checkout shipping and tax information?
- Inventory control system?
- Automatic emails to confirm a customer's initial transaction, when their item has been dispatched and follow up to seek feedback after the item has been received?
- Automatic email follow-up of abandoned orders?
- Reporting features to monitor shopping patterns?
- Integration with email marketing/CRM system?
- Multichannel integration with other online marketplaces such as eBay?