



Website Planner for all Business Startups & Companies

1. Company Overview

- **Business Name:** What is the official name of your business?

- **Tagline or Motto:** Do you have a tagline or motto that summarizes your business or mission?

- **About the Company:** Can you provide a brief description of your company's history and purpose? (e.g., when was it founded? What are your core values?)

- **Core Business Areas:** What are the primary areas of focus for your business (e.g., what aspect of your business does your website want to promote)?

- **Target Audience:** Who are your primary customers? Are they industrial buyers, corporate entities, or individuals looking for solutions?

2. Website Goals

- **What is the main goal of the website?** (e.g., Increase sales, provide information, showcase services, attract leads i.e. potential customers)

- **What are secondary goals for the website?** (e.g., Provide educational content about your business, encourage newsletter sign-ups, promote training courses)





- What actions do you want users to take on your website?

3. Products & Services Overview

- **Product:**

- What categories of your business do you sell? (Please list the specific types and uses.
-

- Will you need product pages that describe each chemical, including technical specifications and safety data?

- **Product Offer:**

- What specific products do you offer?

- Do you provide end-to-end services? If so, can you describe the process for customers?

- Should we include case studies or a portfolio previous projects your business has completed

- **Training Programs:**

- What types of training do you offer? If at all there's any.

- Would you like to feature detailed descriptions for each training course, including course duration, curriculum, and certifications offered?

- **Consultancy Services:**

- What consultancy services do you provide?





- Would you like potential clients to be able to schedule consultations directly through the website?

- Should we include testimonials from previous consultancy clients?

4. Key Website Pages

- **Home Page:** What key information do you want to highlight on the home page? (e.g., featured services, promotions, latest news)

- **About Us Page:** Can you provide detailed information about your company's mission, vision, and leadership team? Should we include company certifications or awards?

- **Products Page:** How would you like your products to be displayed? (e.g., in categories, with product filters, technical sheets)

- **Services Page:** Should we break down each service into individual pages, or would you prefer an overview page?

- **Consultancy Page:** What specific consultancy solutions do you offer, and how can users get in touch for further discussions?





- **Portfolio/Case Studies Page:** Would you like to showcase completed projects or success stories, especially in solar installations or consultancy? If yes, do you have images and client testimonials to include?
-

- **Contact Page:** What contact information should we include (phone, email, physical location)? Should we integrate a contact form and/or map of your location?

7. Content & Branding

- **Logo:** Do you have a logo you'd like to provide for the website?
-

- **Brand Colors:** What are your primary and secondary brand colors?
-

- **Content:** Who will be providing the website content (text, images, etc.)? Do you need assistance with copywriting or photography?
-

- **Call-to-Actions (CTAs):** What are the primary CTAs for the website (e.g., Book a Consultation, View Products, Sign Up for Training)?
-

8. Competitor Research

- **Do you have any competitor websites you like?** (This can help us understand your preferences for design, layout, and features)
-

- **What do you like/dislike about your competitors' websites?**
-





9. Technical Requirements

- **Domain and Hosting:** Do you already have a domain name and hosting provider, or do you need help setting this up?

- **SEO Optimization:** Do you need us to implement SEO best practices to help your website rank higher on search engines? e.g just exactly how you found us on google, would you also like to be found on google same way?

- **Analytics & Tracking:** Should we install tools like Google Analytics to track website traffic and user behavior?

10. Website Timeline & Budget

- **What is your ideal launch date for the website?**

- **Do you have a specific budget for the website project?**

