Questions to Ask Yourself Before You Get Started?

1. Purpose of the Website

- What is the main purpose of the website?

- Is the goal to **sell products, promote services, share information, or build a community**?

- Who is the target audience?

- What action do you want visitors to take?
  (buy, book, contact, subscribe, donate, etc.)

- What makes your business different from others?

Homepage Questions

- What is the **main message** visitors should see first?

- What service or product should be highlighted immediately?

- What call-to-action should be most visible?
  (Contact us, Book now, Shop now, Donate, etc.)

- What images or visuals best represent the business?

- What information must visitors understand within **5 seconds**?

- Should testimonials, reviews, or achievements be shown?

- Should recent work or featured products be displayed?

About Page Questions

- What is the story behind the business or organization?

- When was the business started?

- What mission or values drive the organization?

- Who are the leaders or team members?

- Why should customers trust this business?

- What experience or qualifications does the business have?

- What problem does this business solve for people?

Services or Products Page Questions

- What services or products are being offered?

- How should they be categorized?

- What problem does each service solve?

- What makes these services unique?

- Should pricing be displayed or requested through contact?

- What images or examples show the work clearly?

- Should there be packages or tiers of services?

Shopping / Store Page Questions

- What products will be sold?

- How many product categories will there be?

- What information should appear on each product page?

  - description

- price

  - images

  - reviews

- What payment methods should be accepted?

- Will shipping or pickup be offered?

- Should customers be able to create accounts?

- Will there be discounts or promotions?

Blog / Content Page Questions

- What type of content will be posted?

  - articles

  - news

  - tutorials

  - updates

- How often will content be posted?

- Who will write the content?

- Should visitors be able to comment?

- Should posts be organized by category?

- What topics will be most helpful to the audience?

Example uses:

- ministry teaching

- business tips

- event updates

Contact Page Questions

- What is the preferred method of contact?

    - email

    - phone

    - form

    - social media

- What information should the contact form request?

- Should business hours be listed?

- Should the location be shown on a map?

- Should there be multiple contact departments?

Support / Donation / Giving Page Questions

- What is the mission people are supporting?

- How will donations be used?

- What giving options should be available?

    - one-time

    - recurring

- What payment methods will be accepted?

- Should donors receive receipts automatically?

- Should impact stories or testimonials be shown?

Testimonials / Reviews Page Questions

- Do you have customer reviews or testimonials?

- Can photos or videos of clients be included?

- Should ratings or quotes be displayed?

- What results have customers experienced?

Portfolio / Gallery Page Questions

- What projects should be featured?

- Should projects be categorized?

- Should each project include a description?

- Should before-and-after examples be shown?

FAQ Page Questions

Helps reduce customer confusion.

Questions to ask:

- What questions do customers ask most often?

- What misunderstandings do customers usually have?

- What information could save time for both the business and the client?

Examples:

- pricing

- turnaround time

- policies

Call-to-Action Planning

- What is the main action visitors should take?

- Where should call-to-action buttons appear?

- Should there be multiple calls-to-action?

Examples:

- Book Now

- Shop Now

- Contact Us

- Subscribe

- Donate

Content Preparation Questions

- Logo and brand colors

- Photos of their work or business

- Written descriptions of services

- Testimonials or reviews

- Contact information

- Social media links

Technical Questions

- Do you already have a **domain name**?

- Do you have **hosting**?

- Do you want a **custom email address**?

- Will you need **ongoing website maintenance**?

- Do you want help with **SEO and marketing**?

Information a Web Developer Needs From You

1. Basic Business Information (All Websites)

Every website needs these fundamentals.

Required Information

- Business or organization name

- Logo (high-resolution PNG or SVG)

- Brand colors (if available)

- Business description

- Mission or purpose

- Contact information

    - email

    - phone number

    - address (if applicable)

Additional Materials

- Social media links

- Business hours

- Tagline or slogan

- Testimonials or reviews

2. Homepage Content

The homepage is the **main introduction to your website**.

Provide:

- A short headline introducing the business

- A brief description of what you offer

- 3-5 key services or highlights

- High-quality images or videos representing your business

- Featured products or services (if applicable)

- Call-to-action text
  (Example: Contact Us, Shop Now, Book Now)

Optional

- Testimonials

- Recent projects

- Announcement or promotion

3. About Page Content

This page tells your story and builds trust.

Provide:

- The story behind the business

- Founder or leadership information

- Mission and values

- Professional experience or qualifications

- Team member photos (if applicable)

- Images of your business or work

4. Services or Products Page

This explains what you offer.

Provide:

- List of services or products

- Detailed descriptions for each service

- Pricing (optional)

- Photos of completed work

- Examples of projects or results

- Service packages (if available)

Optional

- Before and after examples

- Client testimonials related to services

5. Contact Page Content

Helps customers reach you easily.

Provide:

- Business email address

- Phone number

- Physical address (if applicable)

- Contact form questions (what information should customers submit)

- Social media links

- Business hours

6. Blog Website Content (For Blog Websites)

If your website will include a blog:

Provide:

- Blog topics or categories

- First few blog posts (optional)

- Author name and bio

- Images for blog articles

- Featured image for posts

Optional

- Newsletter signup

- Comment moderation preferences

7. Online Store (E-Commerce Website)

If selling products online.

Provide:

- Product list

- Product categories

- Product descriptions

- Product prices

- Product photos

- Inventory information

- Shipping methods

- Return policy

Payment Setup

- Payment methods
  (Stripe, PayPal, etc.)

- Tax information (if applicable)

8. Portfolio or Gallery Page

Common for designers, photographers, artists, and creatives.

Provide:

- Images of past work

- Titles or descriptions of projects

- Categories for projects

- Videos or animations (if applicable)

9. Giving / Donation Page (For Ministries or Nonprofits)

If the website accepts donations.

Provide:

- Description of the mission

- Explanation of how donations are used

- Donation options

  - one-time

  - recurring

- Payment processor information

- Impact stories or testimonials

- Photos related to the cause

10. Events Page

For organizations hosting events.

Provide:

- Event titles

- Dates and times

- Event descriptions

- Event location

- Registration links

- Event images or flyers

11. Media Content

Provide any media that should appear on the website.

Examples

- Photos

- Promotional graphics

- Videos

- Logos

- Brand icons

Images should be **high resolution and clear**.

12. Domain and Hosting Information

Provide the following if already purchased:

- Domain name

- Hosting provider

- Website login access (if applicable)

If not purchased yet, the developer can assist with setup.

13. Legal Pages (Recommended)

Some websites require legal pages.

Provide or confirm if you need:

- Privacy Policy

- Terms of Service

- Refund policy

- Cookie notice

14. Maintenance and Updates

Clarify the following:

- Who will update the website content?

- Will the developer provide ongoing support?

- Will blog posts or products be updated regularly?

Summary

To build your website efficiently, please prepare:

- Written content for each page

- High-quality images and videos

- Business information

- Product or service descriptions

- Contact details

- Branding materials

Providing these materials early will help ensure a **smooth and faster website development process**.