

Website Plan

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1. Getting Your Business Online – Are You Ready?

It seems that many first time entrepreneurs' idea of starting a business is getting a website. And that's it! They have no intentions of doing any marketing and if they do have a marketing plan it consists of telling their friends about it and possibly distributing a few brochures in the neighbourhood. Some people go as far as planning to advertise their business/website in the local newspaper. More often than not, they expect that as soon as they have a website, the money will start rolling in. They believe a magic internet fairy will appear and announce the arrival of their website to the world.

The truth is, it doesn't work that way. With millions of websites popping up on the internet every month, you are competing against a lot of businesses ... not only locally, but globally. So please please, before you think about getting a website, decide how you are going to promote it.

If you are about to declare bankrupt in your business and thinking of putting your last few dollars into getting a website designed, hoping that it will bring you instant cash, don't do it! A website will not solve your problems unless you are willing to put in some money (and it doesn't have to be much) or time to promote it.

When I meet potential clients my first two questions are:

"Why do you want a website?" and "How are you going to promote it?"

Depending on their answer I guide them to the best solution. On a few occasions, I've had to tell them they were not ready to get their business on the internet.

In fact one client, who was desperate to make money from her website told me that she didn't have time for marketing, because she needed to start earning money quickly.

On the other hand there have been lots of very successful entrepreneurs who have made their website work for them. Having a website has many advantages:

1. Make money

Set up an on-line store or get paid for advertising from other companies

2. Save money on advertising

Instead of paying for large ads, simply advertise your website

3. Be flexible in your message

Change the content as your business changes. No need to re-print expensive brochures.

4. Exposure to new customers

You will reach more local clients as well as interstate and global markets

5. Having more professional image

Keep up with the times and your competitors

6. Save time

Don't spend hours on the phone, direct customers to your website

7. Keep your business open 24/7

Provide customers information when THEY need it. If you don't, someone else will.

If you decide to have a website, it is extremely important you take the time to plan it and work out how it will fit in with the rest of your business. The website needs to be functional, rather than just "pretty". It needs to provide your visitors the information THEY need. And most importantly, you need to prove the credibility of your business and products.

So please, before you pick up the phone and speak to a website designer, think about how you will market your website. If you have a website already and are not getting the traffic you need, you may wish to read "30 ways to promote your website on a shoestring budget" -

<http://www.web4business.com.au/ArticlesIK30waystopromote.htm>

2. Understanding Domain Names

What is a domain name?

The purpose of a domain name is similar to that of a street address or telephone number. The domain name directs customers to you on the Internet. The domain by itself is not your email or web address. The domain does form the base from which these addresses are derived.

For example:

Company Name:	Websites 4 Small Business
Domain Name:	web4business.com.au
Web Address:	www.web4business.com.au
Email Address:	info@web4business.com.au

Do I need to register a domain name to have a website?

The simple answer is NO. You do not need to have your own domain name. Your website can be created and hosted without it. Your website address will look something like this:
www.web4business.com.au/JBCleaning OR www.ozemail.com.au/~JBCleaning

The only advantage of not registering a domain name is that you will save yourself A\$70 per year (it costs approx A\$140 for 2 years to register a '.com.au' domain name). The disadvantages of NOT having your domain name include:

1. If you decide to change your Webhosting company or if that company goes out of business, you will lose your website address. Your website can be transferred to a new company, but your address will change. And that means re-printing stationery and re-doing all your advertising, notifying all your customers etc.
2. Website addresses that contain information other than your company name are long and hard to remember and do not appear as professional. Compare these two and see which one you are more likely to remember:
www.ozemail.com.au/~JBCleaning OR www.JBCleaning.com.au

So it is a good idea to register a domain name, even if it is just to protect yourself for the future. Say for example, your business name is JB Cleaning and you decide not to register your domain name for now. Along comes Joe Bloggs who opens his own cleaning business and registers JBCleaning.com.au domain name. After a year you decide you want to have your own domain name, but since Joe Bloggs already owns it, you won't be able to register it. Not to mention your customers who know your business as JB Cleaning may visit his website, thinking it's your web address and instead hire Joe Bloggs Cleaning.

What does it all mean?

A domain name normally consists of 2 parts - your company name and the organisation type/region. For example with the domain web4business.com.au – web4business is the company name or a name derived from it. The .com.au indicates that Websites 4 Small Business is a commercial organisation in Australia.

.com.au	Commercial Organisations in Australia
.net.au	For network infrastructure and Internet Service Providers in Australia
.gov.au	Australian government and semi-government departments
.org.au	For clubs and various forms of affiliation groups in Australia
.edu.au	Australian educational institutions
.asn.au	Australian associations
.com	Commercial organisations in the United States
.net	For network infrastructure and Internet Service Providers in the United States
.gov	US government and semi-government departments
.edu	Educational institutions in the United States

Choosing a domain name

Domain name allocation is governed by a set of rules to ensure that no misuse of domain names occurs. Domain names must be unique within .com.au and should not contravene anyone else's right to the use of the name. Domain names must be at least two characters long and contain only alphanumeric characters. Traditionally, Australian commercial domain names could not be common English dictionary words (e.g. lawyer.com.au or phone.com.au) or place names (e.g. Sydney.com.au). However, this system is under review and some such 'generic' names are becoming available.

The domain name that you request must closely resemble your existing registered company or business name (e.g. a company named Acme Oils Pty Ltd could register one of the following domain names - acme.com.au, acmeoils.com.au, ao.com.au, provided they are not already taken. Acme Oils Pty Ltd would not be able to register impact.com.au, oil.com.au or goodoil.com.au because they do not resemble the registered business name closely and they are common English dictionary words.

When you register your business domain name, the registering authority requires an ACN (for companies) or an ABN (for sole traders). Once the domain name is registered through a national body, webhost's servers must then be set up to identify the domain name as a unique address, and to propagate it through the rest of the internet to ensure it can be accessed all over the world.

Domain Name Checklist

The following checklist will help ensure that your domain name is not rejected.

- You must supply the legal name of the organisation.
- You must supply your ABN, CAN or Business Number
- Domain name must be at least two characters long.
- Domain name must contain only alphanumeric characters (ie. A-Z, 0-9) and hyphens (-).
- Domain name must not start or finish with a hyphen.
- Domain name must be directly derived from the legal name of the commercial entity,

Once you have decided on the domain name that you would like, you need to check if it is available. To check, visit: MelbourneIT – www.melbourneit.com.au

Final Tips for Your Domain Name

- Under NO circumstances should you use your domain name in advertising material, office stationery until it is officially approved.
- Try to keep the number of letters in your domain name to a minimum.
- Domain names are not case sensitive. But you can use upper and lower case to improve the readability of your domain name. eg. Web4Business.com.au.

3. 10 Tips for Planning An Outstanding Website

When faced with the daunting task of planning what to include on your website and how to write the copy, here are a few tips that will make the task easier for you.

1. Visitor Friendly

The main thing to keep in mind is that your website needs to be visitor friendly. What this means is that your customer must be able to find what they are looking for easily and quickly. And that means great navigational system. Most websites either display their navigation bar on the left or at the top. And since most people are used to this type of navigation, it's best to stick with it. It also helps to include your navigation bar at the bottom of each page to save your visitors from having to scroll back to the top.

2. Search Engine Friendly

Search engines try to list sites that contain good content, so you need keywords and phrases on your pages that best describe your service and products. For example, if you are a florist, use the words such as florist, online florist, virtual florist, wedding florist, florist in Sydney, florist on line, flowers, floral, bouquets, floral arrangements etc as many times as possible to ensure high search engine ranking. To find out what keywords your customers may be searching on ask your family and friends or go to:

<http://inventory.overture.com/d/searchinventory/suggestion/>
<http://www.wordtracker.com>

Once you decide on the keywords, use them in

- (a) Your website's domain name, eg: Manlyflorist.com.au or Manlyvirtualflorist.com.au
- (b) The title of your page – This is displayed in the top bar of your browser window
- (c) The heading of your home page
- (d) The first paragraph of your home page
- (e) Meta tags – Keywords, page title, description
- (f) Titles of your graphics

Whilst it is important to use keywords as much as possible, it is also important you use them only if they are relevant and do not sound awkward. If you spam your keywords you may be penalised or even banned by some search engines.

3. Informational vs On-line Store

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One of the first decisions you need to make is what type of website to have. Will it be informational only or will it be an on-line store or a combination of both? An informational website is like having an on-line brochure. It does not sell products directly to customers, but rather provides details of your business, its products and services and occasionally features a printable order form.

The other type of website is an on-line store. It is a virtual salesperson who potentially never stops providing presales information to your prospects - and then making sales to them!

4. Create a Plan

Before you start thinking about what to write on each page of your website, it is important that you create a plan, which lists all the pages you wish to include. Below is a list of the most commonly used pages:

(a) Home Page (First Page)

This is your "sales" page and should provide information about what you can do for your customers. It should also give your visitors a brief overview of what they can find on your site.

(b) Products / Services

It is useful to have a separate page for every product/service and write as much detail about each. Start with a brief summary of the product/service, then provide as much information as you can. If the page appears too long, you can always break it into more pages. When people are searching for information on the internet, they want to know it NOW. They don't want to wait until tomorrow when they can speak to you on the phone. The more information you can provide about your products/services, the better.

(c) Contact Us

Place contact details in as many places as possible. Make it easy for your customers to contact you. Create a special "Contact Us" page, include your details in "About Us" page and also at the bottom of each page. Information to include: business name, physical address, mailing address, telephone, fax, email, emergency number, website address.

(d) Pricing

Whenever possible include the price of your products/services. Even if you can't be specific. It is helpful to put at least a range of prices, eg. Carpet cleaning ranges between \$40 - \$60 per room.

(e) Testimonials / Product Reviews / Before & After

Include testimonials from your current customers to show your potential clients that you are trustworthy, reliable and that you offer great service and/or products. Make sure the testimonials are real and if possible provide contact details of the person who supplied them to you. If you don't have any right now, get them! Simply email your customers and ask for their feedback on your business and service. Most happy customers will gladly provide this.

You could also include before and after photos. Show the problem picture and beside it show the picture of resolution, with an explanation of your product/service benefits.

(f) Frequently Asked Questions

This has proven to be a great time saver for many companies. Instead of having to answer the same questions over and over again, place them on your website and keep adding to them. The more information you have on your website, the less time you will need to spend answering questions by email or phone.

Frequently Asked Questions should address your customer's concerns that may otherwise be an obstacle to making a sale.

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(g) Response form such as "Subscribe" or "Enquiry" form

An absolute must if you want to build a mailing list. Most people don't like giving out too much information, so ask only the basics, such as Name and Email Address. Then keep in touch with your customers on a regular basis by sending out information that may be of interest to them. You may even wish to develop your own on-line magazine (ezine). There are many fantastic free or inexpensive programs that can handle this for you. We will discuss these in more detail in future articles.

(h) On-line Magazine or Newsletter

This is a great marketing tool. Not only does it help you keep in touch with your customers, but provides your website with fresh content. You can set up your Ezine in 2 different ways: 1. Email subscribers on a regular basis or 2. Publish it on your website. Or both. Include information about your business, industry or anything that may be of interest to your customers.

(i) Resources/Articles

Add value to your business. Provide information that is complementary to what you do. For example, if you sell wedding dresses include information about reception venues, wedding planners, wedding cakes, flowers. By adding extra information you encourage more hits.

(j) About Us

This is a very important page as it tells your customer about who you are and why they should buy your products, services and/or trust your organization. It can also feature your business hours (if you have a bricks and mortar store) or when they can speak to someone on the phone. Many companies also include their mission or purpose on this page, details of their staff (photos, biographies, qualifications), recently completed projects. Other information to include: ACN or ABN, logo, directions to your store/office.

(k) Guarantee

Offer a money back guarantee. The longer the guarantee, the more effective it will be. It could be 30 days, 60 days, 1 year or lifetime.

(l) Survey

Find out what customers think about your website, business or product.

(m) Events Calendar

This can relate to your business or industry. If you are an artist, you can feature dates where and when your art will be displayed or if you are a singer, where you will be performing.

(n) Search My Website Feature

Some visitors to your site may not know exactly what they want but if you include a search function on your site, they can look for it very easily. Like search engines, this feature will allow your visitors to type in a word or phrase and then search for it on your site. It's like having your own mini search engines, only instead of it searching the world wide web, it just searches your website.

(o) Return/Refund Policy

To make your customers feel more comfortable when making a transaction at your website, you should provide them with your return/refund policy. Ensure it is easy to understand and spelt out step by step.

(p) Privacy Policy

Privacy continues to be a major issue for customers shopping online. Concerns about how their information is going to be used is a major barrier when making a sale. Internet shopping experience is built on trust and privacy is the number one ingredient in trust.

(q) Site Map

A site map is similar to a contents page. It shows visitors how the site is laid out and which sections are where.

(r) Copyright Information

Your website should carry a copyright notice to protect its intellectual property. It is generally in the form of "Copyright © 2004, Your Company Name".

(s) Links

Here you can place links to the manufacturers of your products, trade associations or complementary services. When you place links to other businesses, you can request they do the same for you. This will not only bring you more visitors, but may improve your search engine ranking.

(t) Media Information

Include any information, articles, photos of your products, staff etc that have appeared in the media – print, TV, radio or internet.

(u) News

This can include news about your products/services or about your industry.

(v) On-line store

An on-line store allows you to sell products directly on the internet 24 hours a day/7 days a week. When building an online store it is important to take in a number of key concepts.

(w) Blog

A blog is basically a journal that is available on the web. The activity of updating a blog is "blogging" and someone who keeps a blog is a "blogger." Blogs are typically updated daily or weekly using software that allows people with little or no technical background to update and maintain the blog.

(x) Photo Gallery

Even if you do not wish to sell your products on-line, you may wish to showcase your goods or services in a special photo gallery – show how your products or services are being used by your customers. They say "pictures speak a thousand words" and on your website it is particularly important.

- Make sure that when visitors arrive at your store the navigational mechanisms are simple and effective
- The actual process of placing the order must be simple
- Make sure you accept common and convenient methods of payment
- Continually test your store so you understand your customer's shopping experience

5. Cross-sell / Up-sell as part of your content

If a customer is looking for a particular product, offer them details of related products. By recommending other products, your customers will learn what else is available and in many cases it will translate to additional sales for you.

A company that does this exceptionally well is Amazon – www.amazon.com. Search for a particular book and you will find information on what other people who ordered this book also bought.

Make it as easy as possible for customers to complete an order by providing clear instructions. Ensure delivery costs are outlined before a customer begins the ordering process.

6. Focus on the customer and their needs

Rather than trying to “sell your business”, let your prospects know how your product/service is going to benefit them. Emphasize the benefits and solve problems. Make this the focus of everything you write on every page of your site. Don't try to sell visitors your products or service, help them.

7. Remind your visitors

Remind your visitors they can print out your content. They may browse around your website while it's printing.

8. Use headlines and sub-headlines to grab visitor's attention

9. Offer value

Offer bonuses, free trials, discounts and prizes. List the dollar value beside each bonus. People will feel they're getting a good deal and it will increase the value of your product.

10. Spell check and grammar check your website

Ensure there are no spelling or grammatical errors and that links are working and graphics displaying correctly.

If you are still struggling with where to start, visit your supplier or competitor's websites. Be careful that if you use copy from their site that you do not infringe copyright laws. If in doubt, contact the author or copyright owner and ask for permission.

Your ultimate goal is to turn a visitor into a customer. On your website, this is done by providing premium content. Each page should be its own mini site. As you have no control over how a visitor enters your website, it is important they are able to easily work out what your business offers and navigate to other pages within your site.

4. 8 Tips for designing a great website

Square buttons, round buttons, flashy buttons, orange, yellow, pink headings ... will they match my shoes, my handbag or my tie? Are you stuck in a maze of buttons, headings, bullets, sub-headings and colour schemes? Don't worry you are not alone.

STOP!!!!

Take a deep breath and read some practical tips for professional looking websites.

1. Select a colour scheme and stick to it.

If your company has a logo or preferred colours on its stationery that's a good start. For those of you starting from scratch, choose two or three complementary colours and stick with them – don't change colours on every page.

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The most common colour schemes include:

- Red, yellow and white
- Blue and white
- Red, grey and white
- Blue, orange and white
- Yellow, grey and white.

If you're not sure what colour scheme to choose, surf the internet and find a website that you like. You can then model your colour scheme on what already exists. Still can't decide? Why not speak to your family, friends and colleagues to see if they have a preference or if they know of any "good looking" websites.

2. Use templates.

Can't find a website you really like? Another option is to choose a template. There are many templates or pre-set designs. These come as part of your web design software (such as FrontPage) or you can check out some websites that specialise in designing templates.

Visit:

www.web4business.com.au/templates1.htm
www.newtemps.com
www.website-templates-resale-rights.com
www.123webtemplatesandmore.com

These templates can be customised to suit your business. Templates are great, as they allow you to see what your website will look like before you spend any money. One suggestion for using templates – if you are planning to add a lot of your own pictures and photos, stick to a neutral, basic website which doesn't have any graphics. This way your photos will stand out, instead of competing for attention.

3. Provide an easy to use navigation system.

This is one of the most important issues to consider when designing a website. You need to ensure your visitors can find what they are looking for easily. Most websites either display their navigation bar on the left or at the top. And since most people are used to this type of navigation, it's best to stick with it.

Please make sure your navigation bar is on every page, as visitors may not arrive at your website via your homepage. Because most Search Engines index your webpages by their content, one of your secondary pages may rank higher than your homepage. And if you don't have a navigation bar, your visitors won't have anywhere else to go.

It also helps to include your navigation bar at the bottom of each page to save your visitors from having to scroll back to the top.

4. Don't go overboard on special effects

Whilst it is ok to have one or two special effects to jazz up your website, spinning graphics and logos often distract your visitor from the content, not to mention they can take too long to download. Your visitors may click away even before your spinning logo finishes loading.

If your website contains special effects that require extra software to be downloaded, you can be sure that 99% of people will not bother and will leave your website immediately.

When including pictures and photos, please ensure they are the smallest possible size so that they download quickly.

5. Backgrounds

Ensure your visitors can read the text on the background, ie. no black writing on dark blue background or yellow on white. Also be careful that your links are visible before and after being visited. The default for links in most programs is blue (before being visited) and burgundy (after being visited), so if you have a dark background, ensure your links are light.

Stay away from busy backgrounds that distract from the content. White is still the most popular choice for background and it is so for a reason. It looks clean and is easy to read. If you wish to add a little more oomph to your website, add colourful headings or pictures.

6. External Links

It is a good idea to open links to other websites in a new window. That way your visitors can easily return to your site when they are finished browsing the external link.

7. Site Map & Search Feature

If your website is more than 15 pages long, it is useful to have a site map or a "Search" feature to ensure your visitors can easily find what they're looking for. A site map is simply a text index of your website. Search features are available with most web design software, such as. FrontPage. Simply go to: "Insert", "Component", "Search Form".

8. Content is King

While it is important that your website looks clean and professional, it is far more important that you concentrate your efforts on the content and promotion. Don't spend too much time worrying about whether Betty Jones will like your buttons. She has come to your website for the information, not to criticise your buttons and headings.

If you want a professional website, things to stay away from include:

1. Flash intros, revolving globes, bevelled line separators, animated mail boxes
2. Loads of pop up or pop under boxes
3. Autoplay music. Allow your customer to play music only if they choose.
4. Hit counters of the free variety, which say "you are 27th visitor"
5. Date and time stamps, unless your website is updated daily or weekly
6. Busy backgrounds.

Once your website has been designed, it's a good idea to ask your customers or family and friends to go through it and provide you feedback on it. This will give you a chance to see it with a fresh pair of eyes and fix any problems that may exist.

Most importantly, don't sweat the small stuff and get yourself focussed on what to include on the website and the best way to promote it.

5. Glossary

Applet: A small but useful application often serving just a single purpose.

Compression: Technology for minimising the space a file occupies, to make it easier to store and faster to transmit.

Client: Describes the receiving computer, which calls information from a server or information storage computer. A client is anything that receives information – a desktop, notebook, handheld or even a mobile phone.

Cookie: An applet sent by a website to your computer to gather data about you, such as your log-on details and where you surfed immediately prior to coming to that site.

Cracker: Someone who taps into other people's computers in order to steal information or do damage.

Cyberspace: Another word for the world of the internet.

Domain name: A domain name locates an entity on the net and has three parts:

(a) the www (the location of the host server),

(b) the organization identity and a suffix, which indicates the purpose of the entity, such as ".com" for a company or commercial enterprise, ".gov" for a government body, ".edu" for an education institution or ".org" for a non-profit body.

(c) other extensions identify the country in which the domain is located, such as ".au" or ".nz". Simple .com extensions signify that the domain was registered in the US.

Download: Bring information from the net to your computer

HTML (HyperText Markup Language): The code used to create web pages. HTML tells the user's browser what the page should look like and how to present the content.

HTTP (HyperText Transfer Protocol): used by a browser to seek web pages from a server.

Hyperlinks: Underlined links found in web pages that will transport you to a related page simply by clicking on them.

MP3: File format that will compress, store and play music

Metatag: Keywords which describe the content of a website, designed as hooks for a search engine to bring people to that website.

Netizen: A citizen of the net.

Off-line: Not connected to the internet.

On-line: Connected to the internet.

POP (Point of Presence): The ISP (Internet Service Provider) connection dial-in point.

POP-based Mail: Mail that is stored on the ISP's server until you download it. You can keep a copy on your hard drive and view e-mails even when you're not connected.

Search Engine: Software tool for helping you find useful, relevant information on-line.

Server: Computer that stores information and forwards it on request to the "client".

Shareware: Software issued on try-before-you-buy basis.

TCP/IP: The protocol or set of instructions used to ferry traffic across the internet.

Upload: Send information from your computer to the internet.

USB (Universal Serial Bus): a new connection technology for adding peripherals, such as a printer to your computer.

URL (Universal Resource Locator): a website's address.

To enable us to design your website, please fill out your details on the following Website Plan, then send it to:
 Email: websiteplan@web4business.com.au
 Fax: 61 2 9981 6741

Your Website

1.	Company Information	
	Business Name	
	Contact Person	
	Email Address	
	Telephone No	
	Fax No	
	Street Address	
	Mailing Address	
	ABN	
2.	Website Structure	
	<input type="checkbox"/> Informational website <input type="checkbox"/> On-line store (sell products)	
3.	Domain name	
	Please refer to Attachment 1 for more info about domain names.	
	<input type="checkbox"/> Registered.	www.
	Registry key	
	<input type="checkbox"/> Not Registered. Please register the following:	www. www. www.
4.	Website Title	
	Example: Websites 4 Small Business – Fast, affordable, professional	
5.	Website Description	
	Example: Australian small business web designers, Websites 4 Small Business specialise in the design and promotion of small and home-based business websites.	

6.	Keywords (for Search Engine submission)
	Example: small business, home-based business, website design, website promotion, web design, Australian small business, home based business web site design and promotion, Websites 4 Small Business, , ebooks, e-books, electronic books ... etc
7.	Preferred Webhosting Company
	<input type="checkbox"/> Websites 4 Small Business
	<input type="checkbox"/> Other (please specify)
8.	Webhosting Billing (only if Websites 4 Small Business selected above)
	<input type="checkbox"/> Quarterly \$105 (\$35 per month)
	<input type="checkbox"/> Yearly \$360 (\$30 per month)
9.	Email addresses to be setup
	Example: info@web4business.com.au , mary@web4business.com.au
10.	Website Requirements
	(a) Informational Website
	<input type="checkbox"/> Graphic design, layout & navigation
	<input type="checkbox"/> Addition of _____ pages
	(b) Paypal Shopping Cart incorporated into your website
	<input type="checkbox"/> 1 Online store
	_____ Products
	(d) Custom Shopping Cart
	<input type="checkbox"/> Custom Shopping Cart
	(e) Content Management
	<input type="checkbox"/> Content Management

11. List pages required

<input type="checkbox"/> Homepage (mandatory)
<input type="checkbox"/> Product/Service Details
<input type="checkbox"/> Contact Information
<input type="checkbox"/> Pricing
<input type="checkbox"/> Testimonials
<input type="checkbox"/> Frequently Asked Questions
<input type="checkbox"/> Response form such as "Subscribe"
<input type="checkbox"/> On-line Magazine or Newsletter
<input type="checkbox"/> Resources / Articles
<input type="checkbox"/> Guarantee
<input type="checkbox"/> Survey
<input type="checkbox"/> Events Calendar
<input type="checkbox"/> Search My Website Feature
<input type="checkbox"/> Refund Policy
<input type="checkbox"/> Privacy Policy
<input type="checkbox"/> About Us Information
<input type="checkbox"/> Site Map
<input type="checkbox"/> Copyright Information
<input type="checkbox"/> Useful Links
<input type="checkbox"/> Media Information
<input type="checkbox"/> News
<input type="checkbox"/> Directions to your bricks and mortar premises
<input type="checkbox"/> On-line store
<input type="checkbox"/> Blog
<input type="checkbox"/> Photo Gallery
<input type="checkbox"/> Other (please specify)