teialoom

TO GET YOUR WEBSITE STARTED

Everything I need to build your website

You do not need to have all of it. Send what you have and we will sort out the rest together. I write the words for the site from what you give me.

Photos and videos: please send the original files by email, Google Drive or WeTransfer. WhatsApp lowers their quality.

01 Your business

- [ ] Trading name
  the name your customers know you by
- [ ] Business type
  sole trader, partnership, limited company
- [ ] Registered company name and number
  from Companies House, if you are limited
- [ ] Registered office address
- [ ] VAT number, if you are VAT registered
- [ ] The year you started
- [ ] Your strapline, if you have one

02 Your story

- [ ] How and why you started
- [ ] Who runs the business
- [ ] How big the team is
- [ ] What sets you apart from others nearby
- [ ] The questions customers ask you most

03 Contact details

- [ ] Landline and mobile
- [ ] WhatsApp number
- [ ] Email address for enquiries
- [ ] Opening hours, including weekends and bank holidays
- [ ] Your premises address, if customers visit you
  and whether there is parking
- [ ] Links to your social accounts
  Facebook, Instagram, Nextdoor, TikTok

04 Where you work

- [ ] The towns, areas and postcodes you cover
  e.g. CH60, CH61, Wirral
- [ ] Whether customers come to you, you go to them, or both
- [ ] How far you will travel for a job
- [ ] Who your customers are
  homeowners, landlords, letting agents, businesses

05 Services or products

- [ ] Everything you do or sell
- [ ] For each one: what it includes, in a few lines
- [ ] What you most want to sell
- [ ] What you do not do
- [ ] Any guarantee or warranty you give
- [ ] How it works, from first contact to the finish

06 Prices, bookings and payments

- [ ] Do you want prices on the site?
  full prices, "from" prices, or on request
- [ ] Are your prices with or without VAT?
- [ ] Are quotes or visits free?
- [ ] Payment methods you accept
  card, bank transfer, finance
- [ ] Do you need online bookings or payments?
- [ ] What the enquiry form should ask

07 Work to show

- [ ] The jobs or products you are proudest of
- [ ] Before and after photos, where it fits
  ideally taken from the same angle
- [ ] For each one: the town and what was done
- [ ] Permission from anyone who appears in the photos

08 Look and brand

- [ ] Your logo in its original file
  SVG, PDF, AI or a large PNG
- [ ] Brand colours, if you have them
- [ ] Photos of the team, premises, products or vans
- [ ] Videos, if you have any

09 Registrations and trust

- [ ] Registrations your trade requires, with numbers
  e.g. Gas Safe, NICEIC, NAPIT, FENSA, CQC, FCA, food hygiene rating
- [ ] Trade bodies and schemes
  e.g. TrustMark, Federation of Master Builders, Which? Trusted Traders
- [ ] Public liability insurance, and how much
- [ ] Where your reviews are
  Google, Checkatrade, Trustpilot, Facebook
- [ ] Brands or suppliers you are approved by

10 Website and logins

- [ ] Your current website address, if you have one
- [ ] Domain: do you already own one? Where is it registered?
  if not, the name you would like, .co.uk or .com
- [ ] Your current business email
- [ ] Access to your Google Business Profile
  the listing on Maps with your reviews
- [ ] Websites you like, and ones you do not

11 The legal side

- [ ] ICO registration number, if you have one
  the data protection fee most businesses pay
- [ ] Who handles the details customers send you
  for the privacy notice (UK GDPR)
- [ ] Your terms of business, if you have them

12 Last of all

- [ ] English only, or another language too?
- [ ] Is there a date you need the site by?
- [ ] Who on your side signs off the site

How to send it

By email to **daniel.leite@teialoom.com** or on WhatsApp, whichever suits you. Photos and videos can come by email, in a Google Drive folder or by WeTransfer.

What happens next

I design your homepage and show it to you before you pay anything. We only go ahead if you like it.