

**Kia ora, and thanks for choosing Spiders Web!** Use this list to pull together what we need for your custom 5–7 page WordPress site. Tick things off as you go. Don't stress if something isn't ready yet. Leave it blank and we'll sort it out together. Rough notes and dot points are totally fine.

## 1 Free preview

We send your homepage preview as a private link. No cost, no obligation.

## 2 Sign up

Happy with it? Sign up and we'll send your direct debit form.

## 3 Gather & send

Work through this checklist and email us what you've got.

## 4 Review & go live

Your full site is delivered within 5 working days of your review.

Solid box ☐ = we need this · Dashed box ☐ = only if it applies to you

## 1 Business details

- ☐ Trading name, plus legal entity name if different
- ☐ NZBN, and GST number if you're GST-registered
- ☐ Phone, email and address to show on the site (or tell us to keep your address off it)
- ☐ Areas you service (e.g. Hamilton and Waikato, or NZ-wide) and opening hours
- ☐ A short blurb about your business, how it started, and who's on the team
- ☐ What makes you different: experience, guarantees, awards, qualifications
- ☐ Memberships or licences to show (e.g. Master Builders, LBP, FSP number)

## 2 Goals & customers

- ☐ The main job of your site: more calls, quote requests, bookings or info
- ☐ The 1–2 things you most want visitors to do (e.g. "ring us" or "get a quote")
- ☐ Who your ideal customers are and where they're based
- ☐ Words people would type into Google to find you (e.g. "plumber Tauranga")
- ☐ Any te reo Māori you'd like to use (we'll get the macrons right)

## 3 Logo & brand

- ☐ Your logo, ideally as a vector file (SVG, AI, EPS or PDF) or a high-res PNG with a transparent background
- ☐ Brand colours (hex codes if you know them) and any fonts you use
- ☐ The feel you're after: friendly, professional, laid-back Kiwi, premium...
- ☐ Brochures, signage, business cards or brand guidelines we can match

*No logo yet? We can help with a logo; additional setup costs may apply.*

## 4 Pages & content

### Pick your 5–7 pages:

- |                                   |                                  |                                   |
|-----------------------------------|----------------------------------|-----------------------------------|
| <input type="checkbox"/> Home     | <input type="checkbox"/> About   | <input type="checkbox"/> Services |
| <input type="checkbox"/> Our work | <input type="checkbox"/> Reviews | <input type="checkbox"/> FAQ      |
| <input type="checkbox"/> Contact  | <input type="checkbox"/> Pricing | <input type="checkbox"/> Other... |

- ☐ For each page: a headline, a few key points and what visitors should do next
- ☐ Common questions customers ask, with your answers (great for an FAQ)
- ☐ Team names, roles and photos
- ☐ Files for people to download (price list, menu, brochure PDF)

*Send us rough notes and we'll shape them into web-friendly copy. That's included. If you'd like it all written from scratch, just ask and we'll quote it.*

## 5 Services & pricing

- ☐ A list of your services, each with a sentence or two about what's involved
- ☐ Whether to show prices (incl. GST), "from" prices, or "call for a quote"
- ☐ Packages, specials or seasonal offers

## 6 Photos & video

- ☐ Photos of your work, team, premises and products. The bigger the better (2000px+). Sharp, well-lit phone photos are fine
- ☐ Confirm you own the photos or have permission to use them
- ☐ Happy for us to use stock images where there are gaps? **Yes / No**
- ☐ Before-and-after shots, and YouTube or Vimeo links

## 7 Reviews & proof

- ☐ Testimonials, with the customer's name and their OK to use it
- ☐ Your Google Business Profile or Google reviews link
- ☐ Project examples, client logos, awards or badges

## 8 Websites you like

- ☐ 2–3 websites you like (any industry) and what you like about each
- ☐ Anything you don't like or want us to steer clear of
- ☐ A few competitors' websites, so we can help you stand out

## 9 Your domain

### Tick one:

- ☐ No domain yet. We'll register one for you, included in your plan. Your top 2–3 name ideas: \_\_\_\_\_
- ☐ I have a domain: \_\_\_\_\_

If you already have a domain, please also send:

- ☐ Who it's registered with (e.g. Crazy Domains, 1st Domains, Freeparking) and the login, or give us access
- ☐ Who manages your DNS, if it's someone else (e.g. Cloudflare, your IT person)
- ☐ Your current website login and host, plus any pages or links to keep
- ☐ Anything else on the domain that has to keep working (email especially!)

Please share logins in a phone call or a password manager rather than plain email if you can.

## 10 Email

### Your email stays yours. Tick one:

- ☐ Google Workspace (you pay Google directly)
- ☐ Microsoft 365 (you pay Microsoft directly)
- ☐ 1–2 basic mailboxes, e.g. info@: \_\_\_\_\_
- ☐ Keep my existing email. Provider: \_\_\_\_\_

Whichever you choose, we'll set up the technical records (MX, SPF and DKIM) so your email arrives safely and doesn't land in spam.

### Your plan at a glance

- ✓ Custom 5–7 page WordPress site, hosted on Hostinger
- ✓ SSL, daily backups and updates included
- ✓ 60 minutes of simple changes each month
- ✓ You own your domain and WordPress content after 12 months, or earlier with a \$600 incl. GST cancellation fee

## 11 Contact form & socials

- ☐ The email address that should receive website enquiries
- ☐ Any extra questions for your form (e.g. suburb, job type, budget)
- ☐ Links to your Facebook, Instagram, LinkedIn, TikTok, YouTube...
- ☐ A Google Map on your contact page? **Yes / No**

## 12 Policies & fine print

- ☐ Any industry-specific privacy wording you need. We include a basic privacy policy on your site (Privacy Act 2020), so you don't need to supply one
- ☐ Terms of trade, guarantees, or returns and refunds policy
- ☐ Any disclaimers your industry requires

## 13 Sign-off & admin

- ☐ Who gives final approval on the site, and their best contact
- ☐ Any key dates you're working towards (launch, event, promo)
- ☐ Billing name and email for your invoices

### Got bigger plans?

Want an online shop, bookings, a newsletter sign-up or something else? Just ask. Online shops and extras are quoted on request, so mention them early and we'll factor them in.

### Direct debit form: coming at sign-up

Once you sign up, we'll send you a direct debit form to set up your monthly payments. **No bank details are needed for this checklist**, so please don't include them here or email them to us.

## All done? Send it through!

Email your checklist and files to Duncan, or give us a bell if you'd like a hand. Big files are fine via Google Drive, Dropbox or WeTransfer.

Email: [hello@spidersweb.co.nz](mailto:hello@spidersweb.co.nz)

Phone: 027 438 6226

Web: [spidersweb.co.nz](https://spidersweb.co.nz)