in style web design

CHECKLIST

Below is a list of items we need to build your website

☐ 1. ABN NUMBER FOR .COM.AU DOMAIN NAMES.

Send us the .com.au domain name you would like to register along with your ABN number. We require your ABN to register your domain to ensure you will have full ownership of your domain name.

TIP: The shorter and more concise your URL (domain name) is, the better. A shorter URL (domain name) is easier to remember, fits easily on printed material, and is more likely to "stick" in someone's head so it can be recalled.

Please note: ABN number is not required when registering a .com or .net extension.

☐ 2.DOMAIN NAME ALREADY REGISTERED

If you already have a domain name registered, please send us your domain registrar's login details so we can update your nameservers and point your domain name to your new hosting account.

Alternatively you can also update these nameservers yourself by logging into your domain name account (eg. Crazy Domains) and go to 'Update Nameservers'

Enter the nameservers highlighted in blue in the order shown below.

NAMESERVER 1: **ns1.hosting-cloud.net**

NAMESERVER 2: **ns2.hosting-cloud.net**

NAMESERVER 3: **ns3.hosting-cloud.net**

IMPORTANT: If you've already got your domain email (eg. info@yourdomain.com.au) set up with another provider such as Microsoft 365 or Google Workspace, please get in touch for instructions on how to point the domain using an IP address.

☐ 3. LOGO

Send us your logo in .jpg, png, or gif file format. Logos with transparent backgrounds in .png files work best

☐ 4. KEYWORDS

Send us a list of keywords for your business.

What you think potential customers/clients would enter in Google to find your business. It's a good idea to ask friends and family what keywords they would use to find your type of business online.

Google will not find your website unless you have the right keywords on your website.

5. CONTENT

All images; company logos, and proof read current text are to be provided by the client in electronic format (ie. Word) to angie@fastcheapwebsites.com.au. This will ensure prompt and accurate development of the website.

Send us content & images for each page clearly titled with page name.

Example:

HOMEPAGE: text and images for this page

SERVICES: text and images for this page.

You can also send any existing pamphlets, brochures or company portfolios.

Our website packages include up to 800 words of content and 2 images per page, **to be provided by the client**. Any additional text or imagery exceeding these allowances will be subject to further charges.

Are you stuck for words? Do you find it difficult writing content for your website?

We **include** AI content writing to ensure your site is engaging and informative. (up to **300 words per page**). Plus, we include image sourcing—**1 high-quality, relevant image** per page—to enhance visual appeal and professionalism.

Want More Content?

AI Content Writing and Image Search services start at just $75 per page. (up to 600 words per page and 1 image). Any additional text or imagery will be subject to further charges.

We also offer **SEO Optimised AI Content Writing** at $120 per page (up to 800 words per page & 1 image)**.** We optimise your page using the most searched keywords for your industry. This will improve your visibility on Google.

Check out my portfolio page https://fastcheapwebsites.com.au/basic-websites/ to view design layouts or if there is a website layout you prefer, send me the link, so I can build something similar.

5. EMAILS

Send your preferred email addresses.

Example:

info@yourdomain.com.au

sales@yourdomain.com.au

contact@yourdomain.com.au

Additional Email Accounts = $5.00p/m

6. GOOGLE FONTS

Let us know which Google fonts you would like to use for your website.

Go to Google Fonts https://fonts.google.com/

Please send your favourite font for the following areas;

Headlines:

Navigation:

Base Text:

Cursive Font:

7. SLIDESHOW

Send large format images for banners and slideshows which are at least 1200 x 700px.

You can search for millions of images on Canva.

Visit Canva's photo library at https://www.canva.com/photos, select the images you want, and share their titles with me. Since I have a Canva account, I can then access the original files.

Click on the links below to search for more Free stock images.

https://unsplash.com/

https://www.hiclipart.com

https://www.flickr.com/

https://www.pexels.com/

https://www.freeimages.com/

https://pixabay.com/

https://www.websiteplanet.com/

https://stocksnap.io/

https://freerangestock.com/

https://www.rawpixel.com/

https://www.mediabakery.com/

https://www.bigstockphoto.com/

https://www.123rf.com/

https://www.stockunlimited.com/

https://www.dreamstime.com/stock-photos

https://kaboompics.com/

https://burst.shopify.com/

SHORT VIDEO CLIPS

https://www.videvo.net

☐ 8. CONTACT DETAILS

Send us your business

- Phone Number
- Email Address
- Shop front or office address
- Suburb & State

☐ 9. OPEN HOURS

Send us your business open hours

☐ 10. SOCIAL MEDIA LINKS

Send us the links to your social media pages such as Facebook, Instagram, Twitter, YouTube ect.

☐ 11. GOOGLE MY BUSINESS LISTING

To set up your Google My Business Listing on Google Maps, we require you to send us your address. It cannot be a P.O. Box.

You'll have an option to either show your business address or hide it and just list your service areas.

I strongly recommend showing your address, and here's why:

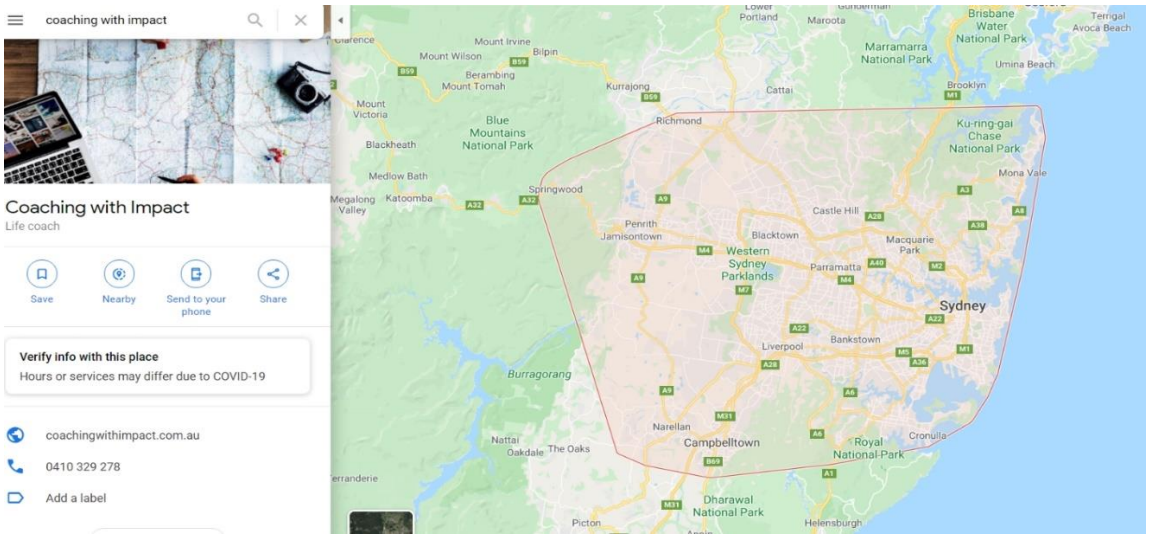
You'll Get Found More Easily. Google's algorithm trusts and rewards listings with a verified physical address. It's the single best way to show you're a legitimate, local business. If you hide your address, your listing will almost always rank lower in search results than competitors who show theirs. This means fewer customers finding you.

It Prevents Listing Suspension. Listings with hidden addresses are flagged for much stricter reviews by Google. This is because spammers often use this feature to create fake listings for many different areas. By showing your real address, you significantly reduce the risk of your listing being suspended or removed entirely.

Think of it this way: Showing your address is like having a storefront on a main street. Hiding it is like being in a back alley—people have a much harder time finding you, and it looks less trustworthy.

Prefer to keep your address private on Google Maps?

We completely understand and can easily set up your listing to display only your service areas instead.

To accurately define your service area on Google, please provide the outermost suburbs you serve in each direction: North, South, East, and West

See example image below