besser brinkmann

What I need for your website

To get your website finished quickly, I need a few things from you. Tick everything you already have. Something missing? No problem. We will sort out the rest together.

Your business _____ Date _____

1 Your business

- [ ] **Name and contact details**
  Business name, address, phone and email. Exactly as they should appear on the website.
- [ ] **Opening hours**
  Or the times when people can reach you.
- [ ] **Your services or products**
  A simple list is enough. Put the most important ones first.
- [ ] **Your customers and your area**
  Who do you want to reach? Which towns or regions do you work in?
- [ ] **The goal of the website**
  What should visitors do? For example call you, write to you, book an appointment or buy something.
- [ ] **Websites you like**
  Two or three links are enough. Tell me briefly what you like about them.

2 Domain and hosting

In short: Your **domain** is the address of your website, for example your-business.com. **Hosting** is the storage space on the internet where your website lives.

- [ ] **Your domain**
  - [ ] I already have one: _____
  - [ ] I need a new one. My preference: _____
- [ ] **Your hosting**
  - [ ] I already have hosting with: _____
  - [ ] besser brinkmann should take care of it
  - [ ] I don't know
- [ ] **Your provider**
  Which company is your domain with? You can usually find this on the invoice, for example IONOS or GoDaddy.
- [ ] **Your provider login**
  Check that you can log in. Forgot your password? Please request a new one now.
- [ ] **Your email addresses**
  Which ones do you already use, for example info@your-business.com? This keeps your emails arriving during the move.
- [ ] **Your old website**
  Do you have one? Tell me what should stay and what can go.

Important: please never send passwords by email or WhatsApp, and do not write them on this list. Call me and we will find a safe way: +49 4205 439 971 0

3 Texts

Notes are enough. Just upload what you have, as a Word file or PDF.

- [ ] **About you**
  Who are you? How long has your business existed? What makes you special?
- [ ] **Your services**
  A few sentences on each service: What is it? Who is it for? How does the customer benefit?
- [ ] **Common questions**
  What do your customers ask again and again? Please add the answers too.
- [ ] **Customer reviews**
  Good reviews or quotes. Please ask first whether you may show them.
- [ ] **Your team**
  Names and roles, if the people agree to this.

4 Logo and images

For images, your logo and other files, I will send you **a link to upload them**.

- [ ] **Your logo**
  Ideally as SVG, PDF or EPS. Your print shop or agency often has it. A large PNG also works.
- [ ] **Your colours and fonts**
  If you have any rules for these. A business card or flyer is also a helpful example.
- [ ] **Photos of you and your team**
  The photos should be bright and sharp.
- [ ] **Photos of your work**
  Your business, your products, finished projects. Real photos work better than stock photos.
- [ ] **Images in full size**
  Phone photos are fine. Please upload the originals, as WhatsApp makes images smaller and worse.
- [ ] **The rights to your images**
  You must be allowed to use the images. Please do not simply take pictures from the internet.
- [ ] **Permission from the people shown**
  Anyone who can be recognised in a photo must agree. Ideally in writing.

No time for texts or no good photos? I can take care of this for you. Just let me know and we will add it to your quote.

5 Legal information

Your website needs these details for its legal pages. **If something does not apply to your business, just skip it.**

- [ ] **Official business name**
  The full name with legal form, for example GmbH or Ltd. Also the owner or managing director.
- [ ] **Tax and company details**
  Your VAT number. If you have one: your company register entry with court and number.
- [ ] **Profession and chamber**
  For example a chamber of crafts, medical association or supervisory authority, if this applies to your profession.
- [ ] **Contact for data protection**
  Who is responsible for this in your business? Do you have a data protection officer?
- [ ] **Your online services**
  What do you use or want on the website? For example online booking, a newsletter or Google Maps.

6 Final details

- [ ] **Your online profiles**
  Links to Facebook, Instagram, LinkedIn or your Google Business Profile.

- [ ] **Enquiries from the website**
  Which email address should receive messages from the contact form?

  _____

- [ ] **Your contact person**
  Who answers my questions and gives the final approval for the website?

  _____

- [ ] **Your preferred date**
  Is there a fixed date when the website should go online?

  _____

The more complete your materials are, the sooner your website can go online. I look forward to working with you!

Lars Brinkmann

How to send me everything

1

Collect

Put all your files into one folder.

2

Upload

I will send you a link for uploading. Use it for your images, logo and texts. Short details can also go by email to **info@besser-brinkmann.de**.

3

Ask

Stuck on something? Call me: **+49 4205 439 971 0**