## 

## Ecommerce Website Client Questionaire

This part of the questionnaire will consist of 15 questions that will cover the foundation of your website. Please take your time with the answers to provide me with all the necessary information. Feel free to skip any question that does not make sense and we will assist you.

# Business Info

### 1. We require the basic information about your company, including your business name, address, phone number(s), email addresses, and website URL.

* **Business name**: please add your information here
* **Store address**: please add your information here
* **Country and Province/State:** please add your information here
* **Post Code of Store Location:** please add your information here
* **Contact numbers**: please add your information here
* **Email addresses**: please add your information here
* **Website URL**: please add your information here

### 2. We need the residing country and state of your business to set up the privacy policy page of your website. All websites must include this page even if you do not acquire data from your users. If you already have a privacy policy created by a lawyer, then you can use that one instead, otherwise we can help you with one.

Please add your information here

### 3. Please tell us a little bit more about your business so that we can add this information to your store. Any information that will help build trust and a connection with your clients will do. Images will also be appreciated.

Please add your information here

# Legal Pages

### 4. What legal pages do you want to include on your website? Most ecommerce websites will include a privacy policy, terms and conditions, and a return policy. If you already have your own policies created by a lawyer, then please send it to me, otherwise I will setup your privacy policy and terms and conditions. Also please send me your return policy as it is different for each business.

* Privacy policy
* Terms and conditions
* Return policy

# Website Styling And Identity

### 5. Is there any specific layout that you want your website to look like? I will create a layout for your website, but let me know if you already have a particular design in mind. Maybe you can send me the web address of several websites.

Please add your information here

### 6. Please provide me with your website's color scheme ( with hexadecimal codes or a screenshot) if you already have one in mind. I can also assist you in creating a color scheme.

Please add your information here

### 7. What typography do you have in mind? You can choose your font from Google Fonts or MyFonts’ free version. I can also assist if you are unsure of the font you want to use.

Please add your information here

### 8. Do you already have a logo? Please send me all the associated files if you already have a logo. Please send your logo as a png file with a transparent background if possible.

Please add your information here

# Homepage Setup

### 9. For best conversion rates, I recommend the following layout for the homepage. If you want a different layout, then please let me know.

* **Hero section** (This section grabs attention and tells your customers what the store is about and what it sells)
* **Category section** (Display all of the categories and product ranges that you sell)
* **Featured products** (List from 9 to 12 of your best selling products)
* **Testimonials** (Showcase testimonials to boost conversion)
* **About the store** (An about section if you do not want to have an about page to provide more information about your store)

# Additional Pages & Content

### 10. What additional core pages do you need on your store that are not ecommerce related? Most ecommerce websites include the following: About info, Contact info, or any information that is unique to your business. Most stores have the following additional core pages.

Please list the pages that you want

### 11. Do you already have the content that you need on each additional page? Please provide me with the text content and images for each page as Word documents inside a zip file. I will use free stock images if you do not provide any.

Please add your information here

# Additional functionality

### 12. Do you want to include a Google Maps snippet on your website to make it easier for your customers to find the location of your business?

Please provide me with the physical address of your business that needs to be added

### 13. Do you want to link to social media? If yes, give me the links to your business's social pages.

Please provide links to social profiles

### 14. Do you want a whatsapp button on your website?

Please provide me with the cellnumber associated with the whatsapp account of your business.

### 15. Do you want to integrate a newsletter with your store. This feature will allow you to send weekly or follow up emails to your customers.

Yes/No

# Goals And Hosting

### 16. What is the underlying goal of your website? What action do you want your users to take while or after visiting your website? This information will give me a better idea of your website's navigation and where to send them. Example (they can call you, send an email, or show your products/services)

Please add your information here

### 17. Are you hosting the website yourself or do you want me to host it for you? You can provide me with the login details of your domain name registrar and hosting, so I can transfer your website. If you want to host the website yourself, then you can [follow this hosting guide](https://www.digivalie.com/wp-content/uploads/2024/01/Digivalie-Hosting-and-domain-registration-guid.pdf).

Please add your information here

# General Ecommerce Setup

### 18. Basic store setup.

* **To which countries will you sell your products?** please add your information here
* **Will you ship to those countries?** please add your information here
* **Will you enable taxes in your store?** please add your information here
* **In which currency will you sell your products?** please add your information here

### 19. Global Product Settings

* **Do you want to include product measurements on the product page?** please add your information here
* **What measurement unit will you use for the weight (kg, g, lbs, oz)?** please add your information here
* **What measurement unit will you use for the dimension (m, cm, mm, in, yd)?** please add your information here
* **Do you want to enable customer reviews on the product pages?** please add your information here
* **Do you want to enable stock management in your store?** please add your information here
* **Do you want to hold stock for unpaid customers, and for how long (minutes)? I would personally hold stock for 2-3 hours?** please add your information here
* **Do you want to enable low-stock notifications? What should be the quantity and email address for notification (you can use the email of the store manager if available)?** please add your information here

### 20. Tax Setup (**You can skip all the tax-related questions if it is not included in your store.**)

* Are the prices of your products inclusive or exclusive of tax? (inclusive / exclusive)
* Is tax based on the shipping address of the customer (if you ship abroad) or the shop address? please add your information here
* What will be the tax rate of your online store in %? please add your information here
* Will the tax rate be applicable for shipping (yes / No)

### 

# Shipping Setup

### 21. If you cover more than one area with a different shipping rate, then you need to break it up into different shipping zones. No shipping methods will be offered in an area located outside any of your shipping zones. Most online shops will mimic the shipping zones of that of the courier service(s) they use to transport the products.

* How many shipping zones will you have? please add your information here
* Which regions will each zone cover (country/state/province/postcode 930\*)? please add your information here
* Will the customers have the ability to pickup the products from your store’s location? (Yes / No)
* Will you also offer free shipping for when the cart amount exceeds a minimum amount and what will the amount be? please add your information here

### 22. What is the price and number of days for each courier that you plan to use for each zone (for ex FedEx, DHL)

please add your information here

# Payment Methods

### 23. The most popular payment processors include the following list:

### PayFast (South Africa)

### Yoco (South Africa)

### Paygate (South Africa)

### Stripe (International)

### Which payment processors do you want to use?

please add your information here

### 24. Do you want to use direct bank transfer as a payment method? If yes, then I will need the following information. Business name, Account number, Bank name, Branch code, (IBAN code and BIC/Swift for international payments)

* Business/Account name: please add your information here
* Account number: please add your information here
* Bank name: please add your information here
* Branch code: please add your information here
* (IBAN code and BIC/Swift for international payments): please add your information here

# Product Data

### 25. Please find the attached sheet for product data to input the information for each product.