[Kalm.digital](https://www.kalm.digital) – Website & Webshop Decision-Making Checklist

Helps you clearly see what you need for your next digital project.

1.) Do you need a website or a webshop?

A website is right for you if...

☐ you provide a service (coach, creative professional, therapist, consultant, etc.)

☐ you want to showcase your business

☐ you want to receive enquiries or quotation requests

☐ you want to display references or a portfolio

☐ a modern, credible online presence is important to you

☐ you do not sell products online

A webshop is for you if...

☐ you sell physical or digital products

☐ you want online payments (bank card, Apple Pay, etc.)

☐ a shopping cart, checkout, and order management are important

☐ you want automated email notifications

☐ you want upsell/cross-sell features

☐ you have multiple products, sizes, or stock levels

2.) What content is ready?

☐ Logo, branding

☐ Texts (introduction / services / products)

☐ Images or photos

☐ Videos

☐ Product data, prices

☐ Nothing is ready → I need guidance

3.) How large a website are you envisioning?

☐ 1–4 pages (landing / mini site)

☐ 5–8 pages (average business website)

☐ 9+ pages (larger business, more content)

☐ Webshop with a few products (5–20)

☐ Webshop with many products (20+)

4.) What features do you need?

Core Features (Website + Webshop)

Yes/No	Features	What does it mean?	You might need it if...
	Contact Form	A simple form for interested parties to contact you.	you want people to easily get in touch with you.
	Blog	Sharing regular articles or news.	you want content pillars, SEO, or education.
	Mobile-Friendly Design	Your website works perfectly on mobile phones too.	people use their phones. (i.e., everyone needs it.)
	Basic SEO Settings	We make your site understandable for Google.	you want to appear in search results, even if you're not an SEO genius.

4.) What features do you need?

Business Features (Common for Websites)

Yes/No	Feature	What it means	You might need it if...
	Appointment Booking	Online calendar → the client books appointments themselves.	you are a coach, therapist, trainer, or any service provider.
	Pop-up Subscription	A small window that appears, subscribing visitors to a newsletter / offer.	you want to build an email list.
	Chat Widget	A small chat bubble where visitors can message you instantly.	you want fast communication or receive many queries.
	Downloadable Materials (PDF, E-book)	Visitors can download free or paid PDFs through the site (guide, recipe, workout plan, etc.)	you have a document, course, or any material you wish to sell or give as a gift to your clients.
	Multilingual Support	The site appears in multiple languages (e.g., HU/EN).	you have an international audience.
	Email Marketing List Collection	Automatically collects the email addresses of interested visitors.	you want to communicate with them later.
	CRM Integration	Incoming enquiries' data is automatically entered into a system (e.g., client management).	you receive many enquiries and want to organise them.

4.) What features do you need?

E-commerce features

Yes/No	Feature	What does it mean?	You might need it if...
	Physical products	You sell products that need to be delivered or handed over (e.g., clothing, cosmetics, handcrafted goods).	you sell physical, tangible products that need to be delivered to the customer.
	Digital products	You offer products that customers can instantly download or access online (e.g., PDF, e-book, audio, video, template).	you want to sell and automatically deliver digital materials.
	Card payments	Customers can securely pay in your e-shop using credit/debit cards or digital wallets (Apple Pay, Google Pay).	you want customers to pay quickly and conveniently online.
	Inventory management	The system automatically tracks how much stock you have.	you sell physical products.
	Shipping rules	We set up shipping costs, regions, and options.	you work with a courier service.
	Automated email notifications	The system notifies the customer: order confirmed, on its way, delivered, etc.	you want a professional customer experience.

4.) Which features do you need?

Webshop Features

Yes/No	Feature	What does it mean?	You might need it if...
	Upsell/Cross-sell	The system suggests related products to increase the basket value.	if you want to increase your revenue.
	Trust badges	Small icons: "100% secure payment", "Fast delivery", "Money-back guarantee".	if you want to increase trust before a purchase.
	Social proof elements	Reviews, ratings, evidence that others have also purchased.	if you are new to the market / trust is important.
	Meta Pixel + CAPI	Facebook/Instagram adverts will perform more accurately.	if you want to advertise.
	Analytics + tracking	You can see where traffic comes from, what generates revenue, and what customers click on.	if you want to measure what works.
	Automations	The system automatically performs repetitive tasks for you (notifications, emails, order processes).	if you want to save a lot of time.

5.) What kind of support would you like during the process?

☐ We'd like to get it done quickly → simple guidance

☐ It would be good to progress together → transparent process, more modifications

☐ I request full support → consultation, guidance, more iterations

6) Would you like to manage the site yourself later?

☐ Yes, easy editing is important

☐ I would update it occasionally

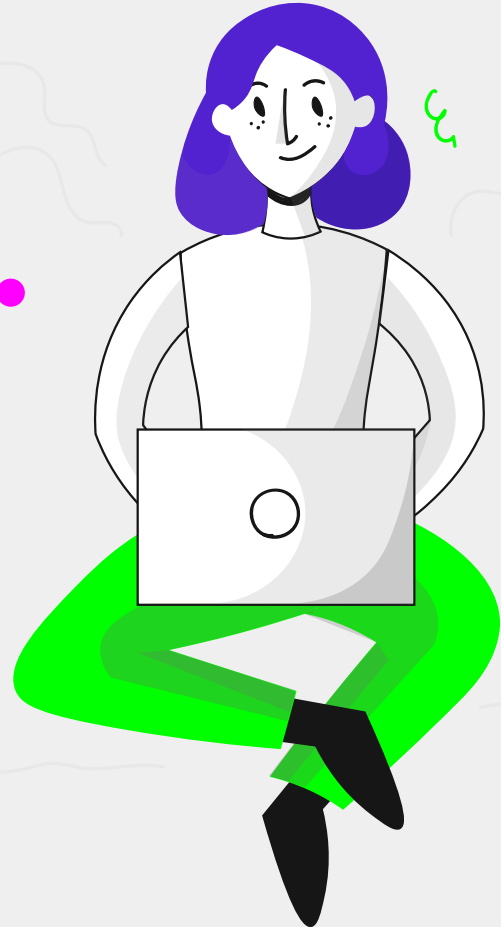☐ I'd rather leave it to you (monthly support will be needed)

7.) Deadline

☐ 6–12 weeks (flexible)

☐ 4–6 weeks (standard pace)

☐ 2–4 weeks (rapid launch)

8.) Additional Requirements
Additional Requirements

☐ Custom animations

☐ Special forms

☐ Integration of external systems

☐ Custom design elements

☐ Copywriting / photography

☐ Other: _____

Ready to begin?

Your digital presence truly works when it is simultaneously streamlined, intentional, and effective.

Book a short, free consultation, and let's take the next step together.

✉ **aniko@kalm.digital**

🌐 **kalm.digital**