

A guided questionnaire to help us understand the services required. Below is a jargon busting gl

Question:		What it helps to decide:	Client Response:
1.	Core	What is your business name, where are you based, and which areas do you serve?	Anchors local SEO, service geography, and how “local” the build and schema need to be.
2.		How long have you been trading/working on this. (idea, under 1 year, 1–3 years, 3+ years)?	Establishes organisational maturity.
3.		In one or two sentences, what do you do and who do you do it for?	Gives an authentic value statement for hero copy and navigation priorities.
4.		List your main services / treatments and any packages you currently offer.	Drives sitemap, service pages and the depth of UX/copy modules required.
5.		What are your top three priorities for this project (e.g. bookings, trust, compliance, internal clarity)?	Balances hours between Web Build, Compliance, and Training modules.
6.		Do you currently have a website or online booking presence? If yes, please share the links and confirm if you have access to the domain.	Tells you if this is a first-time build, refresh, or full overhaul. We may need new domains.
7.		Do you have a logo, brand colours, or any existing brand guidelines?	Determines whether Branding & Assets is light polish vs deeper design work.
8.		Do you have any existing documents (policies, forms, terms, handbooks) you want to keep or adapt?	Indicates if Compliance & Frameworks can reuse material or start from scratch. Saves time.
9.		Who are your ideal clients (age range, location, profession, key characteristics)?	Guides tone of copy, imagery, and UX decisions.
10.		How do people usually find you now (word-of-mouth, socials, Google, marketplaces)?	Highlights SEO vs social focus and how much Technical SEO matters.

11.		How do enquiries and bookings currently happen (messages, forms, phone calls, walk-ins)?	Shapes the enquiry-to-booking journey and operational architecture.	
12.		What tools or platforms do you already use (e.g. email providers, booking tools, payment apps)?	Shows integration requirements and customer software suite.	
13.		What pages do you think you need (e.g. Home, About, Services, Pricing, Policies, Gallery, Contact, Blog)?	Differentiates small Core builds from full Growth or Specialist platforms.	
14.		Do you want help writing the copy, or will you provide most of the wording yourself?	Scales Copywriting & Content hours (quick edit vs full UX-driven rewrite).	
15.		Are there any websites or brands you like (or dislike) that we should use as references?	Guides visual style, structure, and avoids wasted design exploration.	
16.		Do you have any specific accessibility or inclusion needs (e.g. screen-reader support, colour contrast, language level)?	Informs how thorough WCAG and UX adjustments need to be.	
17.		How comfortable are you with editing a website yourself (beginner, confident, advanced)?	Determines Training & Support depth (video only vs structured sessions).	
18.		Which investment band feels realistic right now (Core, Growth, Specialist)?	Aligns expectations with your published tiers and frames the proposal.	
19.	Growth:	Do you collect personal data (e.g. names, contacts, photos, notes, appointment history) through forms or systems?	Confirms privacy work and whether basic compliance wording is needed.	

20.		Are you registered with, inspected by, or answerable to any regulators, insurers, or professional bodies?	Flags high impact regulatory risk, requiring formal governance structures and potential third-party liaison work.	
21.		Do you already display any legal or policy pages (privacy, cookies, terms, disclaimers)?	Shows whether you are refining or building the basic compliance shell.	
22.		Do you need email automations (e.g. enquiry replies, booking confirmations, follow-up messages)?	Expands Copy/UX scope into flows and system structure.	
23.	Specialist:	Do you handle any sensitive or special category information (health details, ID checks, minors, safeguarding notes)?	Indicates need for DPIA/ROPA and deeper Compliance & Frameworks work.	
24.		Do you work with high-risk processes (needles, invasive treatments, chemicals, sharps, heat, confined spaces etc)?	Triggers COSHH, IPC, H&S manuals and risk-focused documentation.	
25.		Do you currently record incidents, complaints, or near misses? If so, how?	Tells you what risk tools and logs must be created or redesigned.	
26.		How many people (staff, contractors, partners) will need to follow the policies or use the systems?	Scales governance, training plans, and documentation complexity.	
27.		Do you need any custom internal tools or staff-facing portals (e.g. job tracker, client notes app, workflow dashboard)?	Switches on the Custom Software module and associated development hours.	
28.		Do you need deeper integrations with other systems (payments, booking, CRM, accounting, inventory, messaging)?	Signals advanced architectural work, testing, and potential ongoing maintenance/support.	

Glossary:

Term:	Full name:	Plain-English meaning:
API	Application Programming Interface	The structured way two systems talk to each other so data can be sent and received programmatically.
Business artifacts	Business artifacts	Existing assets you supply at the start: policies, forms, logos, brand guidelines, current site, SOPs.
CMS	Content Management System	A system that lets you edit website content (pages, posts, images) without touching code.
Component library	Component library	A collection of reusables, pre-designed blocks (e.g. hero, pricing, contact) for faster, consistent builds.
Compliance framework	Compliance framework	A connected set of policies, forms, logs, and training that together show you meet key standards.
Cookies	Cookies & cookie banner	Small files stored in a browser; the banner informs users and lets them choose cookie settings.
COSHH	Control of Substances Hazardous to Health	Rules and procedures for safely storing and using hazardous substances (e.g. chemicals, fumes).
Custom portal	Custom portal / web app	A private login-based tool (for staff or clients) built around a specific workflow.
CRM	Customer Relationship Management	Processes, systems & software used to manage and track a business's interaction with customers from initial lead generation right through to purchase/finalisation of services. Centralises customer data.
DPIA	Data Protection Impact Assessment	A structured process for spotting and reducing risks when handling personal or sensitive data.
GDPR	General Data Protection Regulation	The main UK/EU legal framework that controls how personal data must be collected and used.
Governance	Governance	Who is responsible for what, and how policies are kept live, followed, and updated.
H&S	Health and Safety	Systems, risk assessments, and procedures that keep staff and clients physically safe.
H1–H6	Heading hierarchy	The ordered headings on a page (H1 main title, H2–H6 sub-headings) that structure content.
Handover	Handover	The point where the system or website is delivered and responsibility passes to the client.
Incident log	Incident / near-miss log	A record of things that went wrong or nearly went wrong, used to learn and evidence due diligence.
Implementation support	Implementation support	A time-limited period after handover where you help bed the new system in and answer questions.
Integration	Integration	Connecting different systems so they share data automatically (e.g. forms → CRM → email).
IPC	Infection Prevention and Control	Policies and routines to stop infections spreading in close-contact or clinical environments.
JSON-LD	JavaScript Object Notation for Linked Data	A small block of code that tells search engines clearly who you are, what you do, and where you're based.

Learning Shield	Learning Shield	Your explicit buffer to research and test new technical features so they're safe and stable before launch.
Local SEO	Local SEO	SEO focused on appearing for searches in a specific area (e.g. "tattoo studio in Lincoln").
Loom	Loom walkthrough	A screen-recorded video tour explaining how to use and update the site or system.
Meta tags	Meta title & description	Short snippets that describe a page for search engines and appear in Google results.
No-code	No-code	Building digital tools and sites with visual interfaces instead of traditional hand-written code.
Operational architecture	Operational architecture	The mapped journey of how your business actually runs (enquiry → booking → delivery → follow-up).
Personal data	Personal data	Any information that can identify a person (name, email, phone, photos, client notes, etc.).
Privacy notice	Privacy notice / policy	A public page explaining what data you collect, why, how long for, and what rights people have.
Responsive Design	Responsive design	Building sites so they automatically adapt to mobile, tablet, and desktop screen sizes.
ROPA	Record of Processing Activities	A documented list of what personal data you collect, why, where it's stored, and who it's shared with.
Safeguarding	Safeguarding	Measures to protect children and vulnerable adults from abuse, neglect, or exploitation.
Schema	Structured data / schema	Standardised code (often JSON-LD) that labels your business, services, FAQs, etc., for richer search results.
SEO	Search Engine Optimization	Improving a site so search engines can understand it and show it in relevant searches.
Sitemap	Sitemap	A structured list or diagram of all the pages on a site and how they connect.
SOP	Standard Operating Procedure	A step-by-step written process for doing a task the same way every time, safely and consistently.
Special category data	Special category data	More sensitive information (e.g. health, ethnicity, religion, biometrics) that needs extra protection.
Technical SEO	Technical SEO	The behind-the-scenes structure/code that helps search engines find your website.
ToS	Terms of Service	The contract that sets out what you provide, what clients can expect, and your limitations of liability.
T&Cs	Terms & Conditions	Another common label for your written terms of service and trade.
UI	User Interface	The visual "surface" people click and tap: buttons, menus, forms, colours, typography.
UX	User Experience	How it feels to use your site or system: clarity, ease, speed, and whether people can complete tasks.
Webflow	Webflow	A visual, no-code platform for designing, building, and hosting responsive websites.
WCAG	Web Content Accessibility Guidelines	International standards that define what "accessible" web content looks like for disabled users.
Wireframe	Wireframe / UX map	A simple layout sketch used to plan where content and buttons go before detailed design.