



Thank you for choosing Monster IT Services for your new website.

We recommend that you research the legalities for your business. Please read up on the Electronic Commerce Regulations (EC Directive), Consumer Protection (Distant Selling) Regulations and, of course, The Data Protection Act.

A few things we need to get your website up and running (where applicable):

- Your company, business or trading name. Registration Place. Registration Number. VAT number. Registered office address.
- Details of any trade body or regulator registration.
- Contact details for your customers – emails and phone numbers.
- The logo (high resolution preferably. Photoshop or Illustrator files accepted).
- Your tagline, motto or mission.
- Domain name or preferred domain address. Costs will be separate and will need to be renewed annually or bi-annually.
- What is the industry and sub industry of the business?
- Details on how your customers can pay you e.g. PayPal, Visa or Google pay.
- Opening hours plus any out of hours contact if available.
- URL addresses for any social media sites you have and would like included, e.g. Facebook, Twitter, LinkedIn.
- Images - these must be owned by yourself or your company. We do not supply images for sites therefore it is important to consider the types of images you wish to include. SVG images are generally better for resizing. Consider what you'd like for your icons, logo and background images and name them accordingly to save confusion!
- Endorsements or testimonials from existing clients/customers. Must include the date they were written and by whom.
- Preferences - Would you like a one page site or multi – page site? If the latter, what other pages would you like included? (e.g. a contact page).
- A description of your business or company. This is what will be on your home page (exaggerations do not impress the Trading Standards Agency!).
- Page contents – describe in as much detail as possible. 300 words per page is ideal for search engine optimisation.
- Details of your Privacy Policy, Terms of Service and Copyright information.
- If you have an idea of the layout or a template in mind – let us know.
- SSL Certificate - Costs will be charged separately. Annual renewal required. Recommended if selling online products or services, collecting data using forms or using password logins. Most merchant accounts require you to use an SSL certificate.

- Terms & Conditions, Delivery Policy, Returns Policy. These will be required for e-commerce sites.
- Cookie policy – where required.

Monthly Services We Offer:

- Search Engine Optimisation. Think about the keywords you'd like to use and incorporate these into your page. We offer SEO at an additional cost but recommend allowing your site to 'float' for three months minimum before commencing SEO.
- Monthly Website Maintenance. Consider using our service to maintain your website once it's up and running. Services include editing and amending pages, fixing bugs, upgrading the theme and security updates.

When you're ready to proceed, send all the details and attachments to: helpme@monster-it.co.uk