

Website template guide

Company name:

Contact person:

Phone:

Email:

1. Purpose of the website

(✓ Tick all that apply or add your own point)

- ☐ An online business card that clearly and professionally presents the company
- ☐ A place where customers can **book an appointment**
- ☐ A place where customers can **contact us directly** (WhatsApp, contact form, email, etc.)
- ☐ A place where customers can **order my service or product**
- ☐ A page for **gallery or portfolio**
- ☐ A page for **customer reviews or Trustpilot link**
- ☐ A page for **news, blog or inspiration**
- ☐ Other: _____

2. Style and inspiration

Links to **3 websites** you like:

What do you especially like about them? (e.g. colours, photos, layout, mood)

3. SEO (Search visibility on Google)

SEO means *Search Engine Optimization* – making it easier for potential customers to find you online.

Learn more here:

- [SEO – what is SEO?](#)
- [Short video: What is SEO? \(YouTube\)](#)

10 words or phrases potential customers might search for to find your business:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

4. Images

Please upload or share **4 - 5 photos** that can be used on the website:

- Preferably real photos from your shop, business or work.
- If you don't have any photos, we can help you find temporary ones.

 Do you already have photos?

☐ Yes

☐ No – I need help

5. Logo

- ☐ Yes (attach the file)
- ☐ No – I would like help creating a simple logo

6. Website text

Write a short description of what you want customers to understand when they visit your website.

(Feel free to use words from the SEO list above.)

About the business:

Services/products:

Why choose us:

7. Opening hours

Monday : _____

Tuesday : _____

Wednesday : _____

Thursday : _____

Friday : _____

Saturday: _____

Sunday : _____

8. Social media and contact

Facebook: _____

Instagram: _____

TikTok: _____

Google Business: _____

Trustpilot: _____

How would you prefer customers to contact you?

- ☐ Phone
- ☐ WhatsApp
- ☐ E-mail
- ☐ Contact form
- ☐ Booking-system

9. Link sharing (for better visibility)

Would you like Finklusiiv to link to your website?

- ☐ Yes
- ☐ No

Are there other websites that could usefully link to yours?

(e.g. partners, the local business association, news outlets, etc.)

10. Hosting (your website's home on the internet)

A website needs hosting. This means you pay a small amount each month or each year to keep your site online.

Here are three popular hosting providers in Denmark:

- **One.com** – easy to use and affordable for small businesses
👉 [See prices at One.com](#)
- **Simply.com** – popular Danish provider with good support
👉 [See prices at Simply.com](#)
- **Scannet.dk** – Danish provider with a focus on security and support
👉 [See prices at Scannet](#)

How to choose a hosting provider

When your website is ready, it needs a place to live on the internet. That is hosting, and it costs a small fixed amount each month.

Here is what to look for when you choose a provider:

- **Price and needs** : Most small businesses can manage with the cheapest plan (around 20 - 70 DKK per month).
- **Ease of use** : Choose a provider that is easy to work with.
- **Security** : Make sure the plan includes a free SSL certificate (https) and automatic backup.
- **Support**: Danish customer service with fast response times makes things much easier if something goes wrong.
- **Performance** : A fast server, ideally based in Denmark, makes your site quicker and more visible on Google .