

ma·kla·da.

Website Brief Pack.

Webwerf-opdragpakket

Everything we need to build your website, in one document.
Alles wat ons nodig het om u webwerf te bou, in een dokument.



Business name *

Completed by *

Date *

How it works. *Hoe dit werk*

- 1 Fill in every section** on your computer (Adobe Reader, Edge or Chrome) and save. Fields with a * are required. Write the exact words you want on your website: we use your text as is and never invent facts.
- 2 Send your photos and logo** as one shared link (Google Drive, OneDrive, Dropbox or WeTransfer). Section F lists what we need.
- 3 We check the pack.** If something is missing, we send it back with a note. Once it is complete, you pay the R5,000 deposit and the build starts.
- 4 You get a private preview**, give one round of feedback, pay the R5,000 balance, and we put it live in your own name.

Price. *Prys*

R10,000 once-off, paid upfront. No monthly fees and no contract.

R5,000 when your completed pack is accepted, and R5,000 before the site goes live.

Included: as many pages as your business needs, a custom design, English and Afrikaans, a built-in assistant that speaks 11 languages, enquiry forms, WhatsApp, and launch in your own accounts. One round of feedback.

Changes after that: R1,000 per change request, or free if you make them yourself with Claude and the change guide.

Running costs, paid by you directly: domain about R100 a year, hosting R0, optional AI assistant about R50 to R300 a month with your own spending limit.

Have these ready. *Hou dit gereed*

Your logo (the best-quality file you have) · photos of your building, team and work · your price list · your company and professional registration numbers · the login details for your domain, if you already have one.



Your business.

U besigheid

The facts customers need. These appear on your website and the assistant uses them to answer questions, so they must be exactly right.

Registered company name *

Trading name * (what customers call you)

Company registration no.

VAT no.

Year founded

Type of business * (e.g. physiotherapy practice)

Professional body and registration nos. (HPCSA, SAICA, ECSA, LSSA, PSIRA...)

Physical address *

Google Maps link to your door

Areas you serve * (suburbs, towns, or "all of Gauteng")

Main phone *

WhatsApp number

Email for website enquiries *

Opening hours. *Werksure*

Monday to Friday *

Saturday

Sunday

Public holidays

After-hours or emergency number

Web address and online profiles. *Webadres en aanlynprofile*

☐ I already own a domain (web address)

☐ I need a new domain

☐ I'm not sure

Domain you own, or 2 names you'd like

Who manages it now? (company or person)

Google Business Profile link

Facebook

Instagram

LinkedIn

TikTok / YouTube



This becomes your About page and the opening lines of your home page. Write it the way you would explain your business to a new customer.

About us * (150 to 300 words: who you are, what you do, for whom, since when)

Mission (one sentence: what you do every day)

Vision (one sentence: where you're going)

Values (3 to 5 words or short phrases)

What makes you different? 1 *

What makes you different? 2

What makes you different? 3

Slogan or tagline (optional)

Milestones, awards and memberships (with years)



Your people.

U mense

List everyone who should appear on the website, in the order you want them shown. Each person needs a portrait photo: at least 1200 pixels wide, on a plain background, everyone in the same style. Name the photo file after the person, e.g. *jane-smith.jpg*.

☐ Don't show individual people, only the business

☐ We have more than 7 people (attach a list in the same format)

Person 1.

Full name *

Role or title *

Photo file name

Qualifications

Short bio (60 to 100 words)

Person 2.

Full name

Role or title

Photo file name

Qualifications

Short bio (60 to 100 words)

Person 3.

Full name

Role or title

Photo file name

Qualifications

Short bio (60 to 100 words)

Person 4.

Full name

Role or title

Photo file name

Qualifications

Short bio (60 to 100 words)

Person 5.

Full name

Role or title

Photo file name

Qualifications

Short bio (60 to 100 words)

Person 6.

Full name

Role or title

Photo file name

Qualifications

Short bio (60 to 100 words)

Person 7.

Full name

Role or title

Photo file name

Qualifications

Short bio (60 to 100 words)



Services and products.

Dienste en produkte

One block per service or product. Prices may be exact or "from" prices. Each service usually gets its own page, so a full description and two common questions help a lot. For more than 7, or a long price list, attach a spreadsheet or PDF instead.

☐ I'm attaching a full price list (Excel or PDF)

☐ Don't show prices on the website

Service or product 1.

Name *

Price or "from" price

Duration or unit (e.g. 45 min, per m²)

One-line summary *

Photo file name

Full description

Two common questions, with your answers

Service or product 2.

Name

Price or "from" price

Duration or unit (e.g. 45 min, per m²)

One-line summary

Photo file name

Full description

Two common questions, with your answers

Service or product 3.

Name

Price or "from" price

Duration or unit (e.g. 45 min, per m²)

One-line summary

Photo file name

Full description

Two common questions, with your answers

Service or product 4.

Name

Price or "from" price

Duration or unit (e.g. 45 min, per m²)

One-line summary

Photo file name

Full description

Two common questions, with your answers

Service or product 5.

Name

Price or "from" price

Duration or unit (e.g. 45 min, per m²)

One-line summary

Photo file name

Full description

Two common questions, with your answers

Service or product 6.

Name

Price or "from" price

Duration or unit (e.g. 45 min, per m²)

One-line summary

Photo file name

Full description

Two common questions, with your answers

Service or product 7.

Name

Price or "from" price

Duration or unit (e.g. 45 min, per m²)

One-line summary

Photo file name

Full description

Two common questions, with your answers

Payment. *Betaling*

How can customers pay?

☐ Cash☐ Card☐ EFT☐ SnapScan☐ Zapper☐ Medical aid☐ Insurance claims☐ Account / credit☐ Payment plans

Medical aids or insurers you work with

Delivery or call-out areas and fees



Reviews and proof.

Resensies en bewys

Real proof that people trust you. Only include testimonials the customer agreed to have published.

Link to your Google reviews

Testimonial 1: the customer's words

Name and town

☐ The customer agreed that this may be published

Testimonial 2: the customer's words

Name and town

☐ The customer agreed that this may be published

Testimonial 3: the customer's words

Name and town

☐ The customer agreed that this may be published

Testimonial 4: the customer's words

Name and town

☐ The customer agreed that this may be published

Testimonial 5: the customer's words

Name and town

☐ The customer agreed that this may be published

Clients or brands you work with (send their logos with your photos, only with permission)

Project or case study 1.

Title

Photo file names

What you did and the result

Project or case study 2.

Title

Photo file names

What you did and the result

Project or case study 3.

Title

Photo file names

What you did and the result



Photos and logo.

Foto's en logo

Good photos make the biggest difference. Phone photos are fine: take them in daylight, hold the phone sideways for rooms and buildings, and don't add filters. Send the original files, at least 1600 pixels wide. Where you have no photo, tick "Use stock or designed visuals" and we will use licensed images or visuals made in code.

Shared link to all your photos and logo files * (Google Drive, OneDrive, Dropbox or WeTransfer)

WHAT	HOW MANY	SENDING	USE STOCK OR DESIGNED VISUALS
Building outside	1 to 2	☐	☐
Reception and inside	2 to 4	☐	☐
Team portraits	1 per person	☐	☐
Team at work	3 to 6	☐	☐
Products or services	1 per item	☐	☐
Before and after / projects	as many as you like	☐	☐
Signage and vehicles	1 to 3	☐	☐
Certificates and association logos	all you have	☐	☐

Your logo

☐ Vector file (AI, EPS, SVG or PDF)

☐ Good PNG or JPG

☐ Only a small or blurry logo (redraw: R750)

☐ No logo yet

☐ I own, or have permission to use, every photo, logo and piece of text I'm sending. *



Look and feel.

Voorkoms

Every website we build is designed from scratch, so no two look the same. These answers guide the design. Where you're unsure, say so and we'll suggest something.

Colours and type. *Kleure en lettertipes*

☐ Use the colours in my logo ☐ I have brand colours (fill in below) ☐ Suggest colours for me

Colour 1 (hex or describe)

Colour 2

Colour 3

Brand fonts, if any

Light or dark?

☐ Light

☐ Dark

☐ Light, with a dark-mode switch

☐ You decide

Websites you like and dislike. *Webwerwe waarvan u hou en nie hou nie*

Website you like 1 *

What do you like about it? *

Website you like 2

What do you like about it?

Website you like 3

What do you like about it?

Websites you dislike, and why

Mood. *Stemming*

Choose 3 words that describe how your website should feel

☐ Calm

☐ Bold

☐ Warm

☐ Premium

☐ Playful

☐ Clinical

☐ Friendly

☐ Technical

☐ Trustworthy

☐ Modern

☐ Classic

☐ Energetic

☐ Natural

☐ Luxurious

☐ Down-to-earth

☐ Futuristic

Choose 1 or 2 visual worlds for the moving 3D artwork on your home page

☐ Particles and light

☐ Glass and lenses

☐ Paper and ink

☐ Metal and sparks

☐ Nature and growth

☐ Blueprints and lines

☐ Water and flow

☐ Fabric and texture

Your own idea for the main visual (e.g. "a spine made of light for our physio practice")

Anything to avoid (colours, images, words)



Pages and features.

Bladsye en funksies

Tick everything you want. The standard pages are included in the price; items marked with a price are once-off extras.

Pages

- | | | |
|---|---|---|
| ☐ Home | ☐ About (story, mission, vision, values) | ☐ Team |
| ☐ Services overview | ☐ A page per service | ☐ Products or price list |
| ☐ Gallery or projects | ☐ Reviews | ☐ Frequently asked questions |
| ☐ Contact (map, hours, form, WhatsApp) | ☐ Careers | ☐ News |
| ☐ Downloads (forms, PDFs) | ☐ Privacy notice (POPIA) | ☐ PAIA manual |

Other pages

Features

- | | | |
|--|---|---|
| ☐ Appointment or booking requests | ☐ Quote request form | ☐ WhatsApp chat button |
| ☐ AI assistant | ☐ Newsletter sign-up | ☐ Vacancies with CV upload |

What may the assistant answer? (e.g. prices, hours, medical aids, directions)

What must it never do or say? (e.g. never give medical or legal advice)

Website languages

- | | |
|---|---|
| ☐ English (included) | ☐ Afrikaans (included) |
| ☐ isiZulu | ☐ isiXhosa |
| ☐ Sepedi | ☐ Setswana |
| ☐ Sesotho | ☐ Xitsonga |
| ☐ siSwati | ☐ Tshivenda |
| ☐ isiNdebele | |

Extra website languages are R750 each. The assistant answers in all 11 spoken official languages at no extra cost.

Once-off extras

- | | |
|--|---|
| ☐ Online booking calendar: R1,000 | ☐ Online shop with PayFast or Yoco, up to 50 products: from R2,500 |
| ☐ Google Business Profile tune-up + printable "Review us" QR card: R750 | ☐ Business email setup: R500 |
| ☐ Logo redrawn as a sharp vector file: R750 | ☐ Express build (live within 48 hours): R1,000 |



Legal and sign-off.

Regs en aftekening

South African law requires a privacy notice (POPIA) and a PAIA manual for every business. We include templates; you confirm the details.

Information officer (POPIA) * (usually the owner or MD)

Their email *

Deputy information officer (optional)

Who will own the domain and website accounts? *

Existing documents

☐ We have a privacy policy

☐ We have terms and conditions

☐ We have a PAIA manual

☐ Please use your templates

Declaration. *Verklaring*

☐ The information in this pack is complete, correct and final. *

☐ I own, or have permission to use, every photo, logo and text I am sending. *

☐ I understand the build starts once the R5,000 deposit is paid, and the R5,000 balance is due before the website goes live. *

☐ I understand one round of feedback is included, and that later changes are R1,000 per change request. *

Full name *

Position *

Signature (type your full name) *

Date *



Before you send it back.

Voordat u dit terugstuur

Tick each line. We start building only when every line is true, so this saves a round trip.

- ☐ Section A: every field with a * is filled in, and the phone, email and address are correct
- ☐ Section B: "About us" has at least 150 words
- ☐ Section C: every person shown has a name, role, short bio and a photo file name (or you ticked "Don't show individual people")
- ☐ Section D: every service has a summary and a price (or you attached a price list)
- ☐ Section F: the photo link works, and every row is ticked as sending or stock
- ☐ Section F: your logo is in the shared folder
- ☐ Section G: colours chosen, 3 mood words, 1 or 2 visual worlds, at least one website you like
- ☐ Section H: pages and features ticked
- ☐ Section I: all declarations ticked, name, signature and date filled in
- ☐ Saved this PDF (File > Save) after typing, so your answers are in the file

Send it to. *Stuur dit aan*

Email this saved PDF to **info@maklada.co.za** with your photo link in the message. We reply within 2 working days to say whether the pack is complete.

For office use. *Kantoorgebruik*

- ☐ Pack complete: deposit invoiced
- ☐ Returned to client (see note)

Note

Date checked