



## Self Managed Website Questionnaire

Please Fax Back to (02) 9542 2100

Your Name

Company

Address

Are you the nominated staff member for the onsite workshop training?

YES

NO

If not who is?

Email

Phone

Fax



## You Are In The Driver's Seat

Drive your online strategies without costly marketing agencies or design services. With a Micronet Self Managed System you are in control . . .

### Section 1:

About Your Domain Name: ([www.yourbusiness.com.au](http://www.yourbusiness.com.au))

**PLEASE READ:**

**If you do not have a domain name go to section 1a**

**If you have a current domain name go to section 1b**

### Section1a – Only if you do not have a domain name

#### IMPORTANT TIPS: for registering a domain:

- Have your business name in the domain name
- Try and keep the domain name as short as possible
- If all names are taken try using a "key word" in the domain name that people would use to search for your type of business through Google. For example saltwaterpool.com etc...

List three possible domain names you would prefer for your business:

Please Note: Before we register your domain name someone will be in touch to confirm your choice

### Section 1b – Only if you do have a domain name

What is your domain name/s?

Where is it currently registered? OR Tick  I do not know?

What are the login details for you domain name? (so we can setup your website)

For example URL where your domain name is registered: Melbourneit.com.au

URL:  
Username:  
Password:

OR... Tick "No I do not have access to my domain name"

Reach for the sky!  
With so many options and new  
features added regularly the sky is the limit



## Section 2

### Preparing your website content

Step One: Open a new folder on your computer and name it 'Website'.

Step Two: Save everything in Section 2 to this folder.

### Section2a – Prepare a web email for registering with online services

This is a prerequisite and will be setup by Micronet during the questionnaire process.

Why a web email?

You will be signing up with Google Analytics, registering with search engines, free and low cost image providers most of which need an email. Setting up with [yourbusiness@live.com.au](mailto:yourbusiness@live.com.au) or hotmail will alleviate potential junk mail and provide anonymity for unsolicited online marketing.

### Section2b – Preparing your copy and logo

Although not required, it is a good idea to open a new word document and complete below prior to workshop training

- ➔ Prepare a list the main menu headings for your website, typically they begin with: Home, About Us, Products, Services, Contact.
- ➔ Underneath each of these main headings you may wish to add sub menus such as “Meet the Staff” and “Company Profile” under About Us.
- ➔ Simply write content for each menu and sub menu heading the same as you would if you were explaining to someone in person in your own words. This gives you a great head start during training, it allows you to quickly cut and paste content on the fly within the tutorial workshop.
- ➔ Write a list of words and phrases that you feel your customers may use when using a search engine to find your products & services. Later, during the workshop we will measure these 'keywords', find more and boost your website with some search engine optimisation.
- ➔ Have your logo in digital format ready to go. If you do not have your logo in digital format, have it scanned or tick  **YES** I need my logo in digital format.
- ➔ Save all your content to the Website Folder within a word document

## Stand Out From The Crowd

The freedom via our Self Managed System to create your own identity online . . .



### **Section2c – Preparing your images: not required before an onsite workshop**

If you desire content related images we suggest using an affordable low cost royalty free website for appropriate images. There are free images as well as high quality images for only \$1 to \$2 dollars per image.

- Go to [www.dreamstime.com.au](http://www.dreamstime.com.au)
- Register for free using your web mail (Micronet will forward your web mail address, user name and password settings ASAP from receiving the completed questionnaire.
- Begin browsing the free images, there are paid images as well which are higher quality. A suggestion would be to download a print quality image and use across your website and printed media.
- Note the 'code' of any images that are of interest and add them to a new word document. You can reference these codes the next time you need images and save yourself time wasted on searching for them again.

Edit your images without a graphic designer. There are plenty of services where you can customize your own images and here is a very simple one:

- go to [www.picnik.com](http://www.picnik.com)
- It is a free service with upgrades. Follow the prompts to get get started
- You can edit, crop images, add text and effects, and when you are done save the image and download to your Website folder.

## **Section 3**

### **Deciding on your website layout (look and feel)**

***It is a good idea to start thinking now which layout you think may be right for your website. You do not need to provide details for this, it simply helps ready your website and save time during the onsite workshop.***

The system comes with several layout options. Ignore the colours and images you are looking at the layout options, once a layout is chosen (which can be swapped often at your leisure) it is from there you can design, chop and change colours, borders, boxes and texts. The sky is virtually the limit to create your own custom look.

Getting a good idea what kind of layout you want now allows you to better visualise and prepare the menus and content before the onsite workshop.

# No More Fancy Quotes To Negotiate

A low cost affordable solution, simply place an order and start driving your online presence within days . . .

## Section3a – Layout Options – You may tick one but not required for fax back



### Default Template

This template breaks the page into a series of horizontal bands, whose background colours extend the full width of the browser window. The bands hold (from top to bottom) a logo image, a horizontal drop down menu, a banner image, the main content area, and a footer. You can disable the logo or banner bands. The main content area is broken into three columns of information, a main column and a sidebar on each side. A header menu of up to 4 items can be placed in the logo band above the image to the right. Width: 954px. Columns: sidebar, main, sidebar2. Menus: main (horizontal drop down), header (simple, max 4 options)



### Default Template (2 column)

A version of Default Template which is narrower and has only 2 columns. Width: 800px. Columns: sidebar, main. Menus: main (horizontal drop down), header (simple, max 4 options).



### Contemporary Template 1

This template displays a fixed width page against a contrasting coloured background. The background colour can fade down the page, and the page can have shadows on either side. From top to bottom the page is broken into a logo image region, a drop down menu, a banner image region, a main information area and finally a footer. The main information area breaks into two columns which extend into the footer, an main column on the left and a sidebar on the right. Columns can have different colours and text styles. Width: 749px. Columns: main, sidebar. Menus: main (horizontal drop down).



### Contemporary Template 2

Like Contemporary Template 1, but with one column of information, and with a menu on the left side of the page instead of at the top. Width: 749px. Columns: main. Menus: main (vertical expanding).



### Contemporary Template 3

Like Contemporary Template 1, but wider. Width: 1024px. Columns: main, sidebar. Menus: main (horizontal drop down).



### Contemporary Template 4

Like Contemporary Template 1, but wider, and with a second sidebar on the left. Width: 1024px. Columns: sidebar2, main, sidebar. Menus: main (horizontal drop down)



### Contemporary Template 5

Like Contemporary Template 2, but wider and with a sidebar on the right. Width: 1024px. Columns: main, sidebar. Menus: main (vertical expanding).



## Take Your Business To The WORLD

Add value for your customers by introducing online membership, news, live chat, products & catalogues just to name a few . . .

### Section 4

#### Prepare for what 'content' features you require on your website

**Below is a sample list of the data you can add to your pages within your website. Please have a quick read through to get an idea of the sorts of things you can add and edit with your Micronet Self Manged System. The system labels each one of these actions as a "Block".**

#### Content

**Article:** A block of text with an optional heading and/or image.

**Two Column Article:** Two parallel columns of text with optional headings and/or images.

**Three Column Article:** Three parallel columns of text with optional headings and/or images.

**Centred Article:** A block of text with an optional heading and/or image. The contents will be centred within the column.

**Background Sound:** A block that plays a background sound when the page has loaded.

**CSV File:** A block that displays the contents of a CSV File (saved from a program such as Microsoft Excel) in a table.

**Database List:** A block that displays a the records in one of your databases. The list can be displayed as a table or as free format rows.

**Document List:** A block that displays a listing of documents from your document database. The list can be displayed as a straight list or in a gallery format.

**Gallery:** A block that displays a collection of images in a tabular format.

**Google Maps:** A block that displays a map supplied by Google Maps. Use it to show the location of your business. (Note: this block requires some setup on your part. Please see the help section.)

**News Item:** A block of text with an optional heading and/or image and/or date.

**Provide Support:** A block that displays a button to link to the Provide Support live chat service. This is a commercial service that provides the ability for a customer to open a chat window from your web site and talk to you directly through it. You can find more details of this service [here](#)

**RSS Feed:** A block that displays an RSS (really simple syndication) feed, such as a list of the latest news stories.

**Search Box:** Your visitor enters a search phrase and is shown a list of all pages on your site that contain that phrase.

**Web Page:** A block that displays a web page drawn from another site.

#### Forms

**Contacts Form:** A form that allows a visitor to add or remove themselves to or from your Contacts database.

**Enquiry Form:** A form into which a visitor can type contact details and a message.



Your Imagination Run Wild  
Easy to use design tools, customize your  
Self Managed Website any way you desire . . .

## Form Building

These are blocks that you can use to build forms. A form starts with a form block (or other form building block) and ends either at the bottom of the column or at the start of the next form block.

**Form:** A block that indicates where a form starts. You don't normally need to put one of these in, as any other form building block will start a form.

**Form Layout:** A list of labeled input controls.

**Field Copy:** Use this block to transfer information from a page's field data to fields in a form. This block has no visual presence.

## Catalogue

**Product List:** A block that displays a listing of the products in your product database.

## Page Protection and Password Management Blocks

**Login Form:** A form into which a visitor can type their username and password in order to login. Once they have logged in it becomes a logout form.

**Password Form:** A form to allow a logged in member to change their password. Visitors who are not logged in cannot see the block.

**Member List:** A list of all your members.

**Please list in the space provided any questions or concerns you may have regarding your Self Manged Website.**