**Website Brief Form**

**Please take your time and answer ALL of the questions. Web design and development is a collaborative process and needs your involvement in all stages.**

|  |  |
| --- | --- |
| **Company Edulink Group Pty Ltd** | **Contact** |
| Address Suite 2.2 72 Queen Street | Email edulink.bookservices@gmail.com |
| City, St, Zip CAMPBELLTOWN NSW 2560 | Phone# |
| Phone# 0413363698 | Are there other decision makers? Please specify. |
| Website address – or desired Domain(s)  Edulink.au  Domain already registered - |  |

**Tell me about Your Company.**

Please give me a brief overview of the company, what you do or produce?

**About Our Company**

Founded in **2017**, our company has steadily grown by working alongside a network of trusted tax agents. Over the years, as demand for reliable back-office accounting support increased, we expanded our services to directly support **sole traders, companies, and tax agents** across Australia.

We specialize exclusively in **Accounting, Bookkeeping, and Payroll Services**—allowing our clients to focus on running their businesses while we ensure their financial records remain accurate, compliant, and up to date.

Our close collaboration with **registered tax agents** ensures that our reporting and documentation meet professional standards, particularly in areas such as:

* **Financial Statements & GST Reporting**
* **Payroll Processing** (including Gross Wages & Tax Withheld reporting)
* **Accounts Receivable & Accounts Payable Management**
* **Bank Reconciliation**

By combining precision, professionalism, and efficiency, we serve as the reliable partner that small businesses, tax professionals, and corporates can trust to manage their financial workflows.

**What is the purpose of this site?**

This section should include an overview of what the general purpose and goal of the web site is. Please put an X (next to the ones that apply to you (OR) Bold Fonts.

* **Explain your products and services**
* **Bring in new clients to your business**
* **Provide your customers with information on a certain subject**
* Deliver news or calendar of events
* **Create a blog that addresses specific topics or interests**
* Sell a product or products online
* Provide support for current clients

**Do you have a time frame or deadline to get this site online?**

(If you have a specific deadline, please state why.) **asap**

**Target market**

Who will visit this site? Describe your potential clients. (Young, old, demographics, etc)

Our website will attract a diverse mix of clients who are looking for **professional, reliable, and cost-effective financial support services**.

1. **Business Owners & Entrepreneurs**
   * **Profile:** Small to medium business owners, including **startup founders and sole traders**, who want to focus on growing their business while outsourcing accounting and payroll responsibilities.
2. **Companies & Corporate Entities**
   * Businesses of varying sizes needing **end-to-end bookkeeping, accounts receivable/payable, and payroll services**.
   * Industries may include **retail, construction, professional services, healthcare, and technology startups**.
3. **Tax Agents & Accountants**
   * Registered professionals who require **backend support** such as bookkeeping, payroll reports, financial reconciliations, and GST submissions.
   * Typically firms and practices that want to **outsource non-core functions** to improve efficiency and client service.
4. **Demographic Insights**
   * A mix of **entrepreneurs, Small and Medium-sized Enterprises, and professionals**.
   * Located mainly in **Australia**, with potential appeal to overseas entities seeking **outsourced accounting services**.

Why do you believe site visitors should do business with you rather than with a competitor? What problem are you solving for them?

We believe businesses should partner with us because we offer more than just bookkeeping and payroll — we provide value, transparency, and peace of mind.

Competitive Pricing with No Hidden Costs

We pride ourselves on fair and transparent pricing. Unlike many competitors, we don’t charge for unnecessary “extras” — you only pay for the services you truly need.

Time & Cost Savings

By outsourcing your accounting, bookkeeping, and payroll to us, you save a substantial amount of time and money. This allows business owners and professionals to focus on what matters most: running and growing their core business.

Dedicated Expertise

We work closely with registered tax agents and accountants, ensuring accuracy and compliance in every report, reconciliation, and payroll process.

Problem We Solve

Managing accounts in-house often leads to high overheads, inefficiencies, and errors. We solve this by delivering a streamlined, professional back-office service that reduces stress, ensures compliance, and enhances financial clarity.

What action(s) should the user perform when visiting your site? Please put an X next to the ones that apply to you (OR) Bold Fonts.

* **Call you**
* **Fill out a contact form**
* Fill out a quote form
* Sign up for your mailing list
* Search for information
* Purchase a product(s)

**Content**

What are you offering? Make a list of all the sections/pages you think that you'll need. (Samples below are just an example to get you started, please fill this out completely.)

|  |  |
| --- | --- |
| **Page** | **Content Notes** |
| Home | Information about our company, and the expertise behind the individuals. |
| Our Services | Type of services we provide and a brief description of these services |
| Pricing- Sub heading -Bookkeeping and Payroll | Our pricing list and options |
| Blog | . |
| Careers | Application form and can attach resume |
| Contact Us | Our contact details. Email and phone number. Chat option |
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Do you have the written content and images/photographs prepared for these pages? No,

If not, will you need copywriting and photography services?

Are you willing to commit time/effort into learning how to use Content Management System (CMS) and edit your site?

Is this a site re-design? NO

If yes, can you please explain what is working and not working on your current site?

Are you going to need?

* Ecommerce (sell products)
* Membership of any kind

Are there any additional features that you would like for your site or things that you would like to add in the future? Please be as specific and detailed as possible.

**Design**

People are coming to your new site for the first time. How do you want them to feel about your company?

Are there corporate colors, logo, fonts etc. that should be incorporated? Logo

If you do not already have a logo, are you going to need one designed? We have designed a logo, though would not mind to see your ideas in other possible logo ideas

Is there a specific look and feel that you have in mind? Professional, business, trustworthy, secure, clean, easy to deal with,

**Websites of your closest competition**

Please include at least 3 links of sites of your competition. What do you like and don't like about them? What would you like to differently or better?

1. <https://retinue.com.au/lp-bookkeeping/?utm_term=bookkeeping%20sydney&utm_campaign=Retinue+-+Bookkeeper+-+Phrase&utm_source=adwords&utm_medium=ppc&hsa_acc=3147241458&hsa_cam=20002944713&hsa_grp=154348670536&hsa_ad=675210341888&hsa_src=g&hsa_tgt=aud-2009807871775:kwd-362042293094&hsa_kw=bookkeeping%20sydney&hsa_mt=p&hsa_net=adwords&hsa_ver=3&gclid=CjwKCAjwgsqoBhBNEiwAwe5w06xUMCYeiE2Vi427tR4CxEM0pAxQ52fSccVxB4au-eVXI0NExMEmmBoCOtEQAvD_BwE>

Do not like colour scheme, looks like telecom, information cluttered, fonts too big,

1. <https://www.theaccessgroup.com/en-au/payroll/services/outsourcing/?source=GoogleSearchNetwork&device=c&campaign=17805198892&adgroup=139895795955&keyword=australian%20payroll%20provider&matchtype=p&placement=&adposition=&location=9071933&gclid=CjwKCAjwgsqoBhBNEiwAwe5w0-6tU_ySIbD04Yg2v_bq64hpw21NS1E1QG8A5w8WgO2qXcmXbPcrQhoCT-EQAvD_BwE>

Not addressing the need of the market, information clutter can be information overload,



**Websites that we like**

Along with putting down the site address, please comment on what you like about each site, i.e. the look and feel, functionality, colors etc. These do not have to have anything to do with your business, but could have features you like. Please include at least 3 examples.



**Marketing the Site**

How do people find out about your business right now? Word of mouth and referral from tax agent/accountant

Have you thought about how you're going to market this site? Yes, completely through social media

Do you have any social network accounts setup? (Facebook etc) No

Do you want links to those accounts on your site?

Do you have a mail service account? (Constant Contact, MailChimp etc) No

Will you want to build your mailing list and use it for advertising & newsletters?

Will you want printed materials (business cards, catalog, etc.) produced as well? Pricing for business cards and other materials

**Domain and Hosting**

Do you already own a domain name(s)? ([www.mygreatsite.com](http://www.mygreatsite.com)) no

Do you have a hosting account already? (This is where the computer files live.) No

If yes, do you have the login/IP information?

If no, what name(s) would you like?

**Maintenance**

Will there be sections that need regular updating? Which ones? Yes the blog

Would you like to be able to do most of the updating yourself? Yes

If you’re planning on writing a blog do you already have several things written? No

Do you already write on a regular basis? No, planning to copy and paste any relevant information, is that alright

Are there any features/pages that you don’t need now but may want in the future? Please be as specific and future thinking as possible. Budgets and Cash Flows.