

DAVID PARKER
WEB DESIGN

Client Information Pack

Clear information. Informed decisions. Professional implementation. Complete documentation.

MY WORKING PRINCIPLE

I explain. I advise. You decide. I implement. I document.

A plain-English guide to what I offer, how I work, what you can expect, and how your digital investment can be protected and developed over time.

Designed and personally managed in Australia.

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Version 1.0 — July 2026

Welcome

Choosing someone to design or improve a website is an important business decision. You should understand what is being proposed, what it is intended to achieve, what it will cost, what responsibilities remain with you, and what may happen after the website is launched.

This pack explains how I approach website projects. It is designed to help you assess whether my services, procedures and professional values suit your business before making a commitment.

CLARITY BEFORE COMMITMENT

This is what I can provide. We review it together, discuss what suits your objectives and budget, and agree on a clear scope before work begins.

What this pack covers

- why you may choose to work with me;
- how I explain choices, recommendations and likely consequences;
- the services and documentation I can provide;
- your authority and responsibilities as the client;
- ownership, access, continuity, security and recovery;
- future growth, search visibility and emerging technologies; and
- the next steps for discussing your project.

This pack provides general information, not a quotation, contract, legal opinion or guarantee of commercial results. Project-specific commitments are set out in a written proposal or service agreement.

Why work with me?

I bring decades of experience in website development, digital communication and helping people understand technology. I do not treat a website as a collection of attractive pages. I look at how information, customers, business objectives and technology fit together.

My aim is to create a clear digital pathway that helps people find your business, understand what you provide and move confidently toward contacting you or making a purchase.

Experience without rigidity

I know what has worked, understand what works now, and build with enough imagination to leave room for what may come next. Experience should provide a foundation—not become a constraint.

Trust built through method

Trust should not depend upon promises alone. I make my process visible, explain my recommendations, document important decisions and remain accountable for the work I undertake.

- Direct communication with the person designing and managing your project.
- Plain-English explanations rather than unexplained technical language.
- Options, likely benefits, risks, limitations and foreseeable consequences.
- Client ownership and control of important business decisions.
- Documentation that helps preserve knowledge after the project is complete.
- No undisclosed subcontracting or unexplained third-party access.

THE PRACTICAL BENEFIT

You remain informed and in control without having to get digital grease under your fingernails.

How we work together

I explain. I advise. You decide. I implement. I document.

- 1. I explain:** I make the issue understandable, describe how the main parts connect and identify the information required.
- 2. I advise:** I present practical options, explain likely benefits, costs, limitations and consequences, and give my professional recommendation.
- 3. You decide:** You retain authority over your business and make the final decision after considering the information provided.
- 4. I implement:** I carry out the authorised work carefully, within the agreed scope and with appropriate testing.
- 5. I document:** I record important decisions, the structure delivered, operating information and agreed responsibilities.

Informed decisions and consequences

A list of choices is not enough. Before an important decision, I aim to explain not only what each option offers, but what it may cost, restrict, change, preserve or make possible in the future.

I cannot predict every outcome. I can identify reasonably foreseeable consequences based on the information available at the time. Where a decision may remove data, access, functionality, search visibility or an established customer pathway, I will recommend preserving a backup or reversible route wherever practical.

YOUR AUTHORITY

I provide knowledge and recommendations. I do not take ownership or strategic business decisions away from you.

What I can provide

Every business requires a different combination of services. The following menu can be reviewed during an initial discussion and used to create a project-specific proposal.

Service area	What it may include
Planning and discovery	Business objectives, audiences, customer questions, content requirements, website roadmap and project scope.
Website design and development	Page structure, navigation, responsive layout, content presentation, forms and agreed functionality.
Ecommerce planning	Product categories, attributes, SKUs, images, descriptions, customer pathways, related products and import planning.
Content organisation	Clear headings, readable information, internal links, document libraries and structured public information.
Search and future readiness	Human-readable and machine-readable information, sensible structure and preparation for evolving discovery methods.
Documentation and handover	Design report, operating guide, ownership register, recovery information and training notes.
Training	Plain-English guidance for agreed website and content-management tasks.
Maintenance and review	Agreed updates, checks, reporting, improvements and future-development planning.

What you can expect from me

- I will listen carefully and seek to understand your objectives before recommending a solution.
- I will explain important choices in language appropriate to your level of technical knowledge.
- I will identify known costs, dependencies, limitations and reasonably foreseeable consequences.
- I will recommend an option when my professional judgement may assist you.
- I will confirm the agreed scope and seek approval for material changes.
- I will protect credentials and restrict access to people who genuinely require it.
- I will disclose proposed specialist involvement and obtain approval before granting material access.
- I will provide agreed documentation and handover information.
- I will tell you when a request falls outside my skills, authority, scope or professional responsibility.

What I will not do

- I will not make ownership or strategic business decisions on your behalf.
- I will not pressure you into accepting my preferred option.
- I will not conceal known material costs, limitations or risks.
- I will not promise rankings, sales, search-engine indexing or recommendations controlled by outside services.
- I will not knowingly publish false, deceptive, unlawful or unsafe material.
- I will not delete valuable data, domains or working systems without clear authorisation and an agreed preservation plan where practical.
- I will not provide undisclosed third parties with access to your website, hosting, customer information or ecommerce systems.

What I need from you

A successful website is a partnership. Your knowledge of the business is essential to accurate planning and implementation.

- A clear description of your business, audiences, objectives and priorities.
- Accurate and lawful text, product information, prices, images, claims and policies—or authority for agreed assistance preparing them.
- Timely decisions, feedback and approvals from an authorised person.
- Disclosure of relevant existing systems, contracts, licences and access arrangements.
- Confirmation that supplied content may legally be used and published.
- Review and approval of important information before publication.
- Payment according to the agreed proposal or service agreement.
- Ongoing attention to responsibilities retained by you, including product accuracy, stock, pricing, legal policies and renewals unless otherwise agreed.

Approval does not remove communication

You retain the final decision, but you are not left to decide without support. I explain the available pathways, provide my recommendation and document what you authorise. If new information changes the position, we discuss it rather than quietly proceeding on an outdated assumption.

Ownership, access and accountability

Your digital assets matter

Domains, content, product records, photographs, customer pathways and established links can become valuable business infrastructure. They should not be treated as disposable merely because a platform, committee member or supplier changes.

- Domain ownership and renewal responsibility should be clearly recorded.
- The client should retain appropriate access to primary business accounts.
- Shared passwords should be avoided; individual accounts and two-factor authentication should be used where available.
- Temporary access should be limited and removed when no longer required.
- Important content and configuration should be backed up before destructive changes.
- Working systems should not be dismantled without understanding what depends on them.

Australian designed and personally managed

Your project is designed and managed in Australia with direct communication and clear personal accountability. If outside specialist assistance is appropriate, I will explain why, identify the proposed role, define the access required and seek your approval. The issue is not where a skilled professional lives; it is whether subcontracting, access and responsibility are disclosed and properly controlled.

NO HIDDEN WORKFORCE

No undisclosed subcontracting. No unexplained system access. No uncertainty about who is responsible for the work I undertake.

Website continuity and recovery

A website should not depend entirely on one person's memory. Project documentation can preserve the knowledge needed to operate, restore or responsibly transfer the system.

Documentation available at handover

Document	Purpose
Website Design and Structure Report	What was built, why it was structured that way and how major components connect.
Everyday Operations Manual	Instructions for agreed routine updates and content tasks.
Ownership and Access Register	Domains, hosting, licences, responsible people and renewal arrangements—without scattering passwords through the document.
Backup and Recovery Guide	What is backed up, where responsibility sits and the first actions to take when something goes wrong.
Decision and Change Record	Important choices, approvals, recommendations and significant changes.
Known Limitations and Future Opportunities	Current boundaries and sensible pathways for later development.

The exact documents supplied depend on the agreed scope. Sensitive credentials should be stored separately using an appropriate password-management method.

Built for today—open to what comes next

Technology changes. A responsible website should meet current needs without being designed around the assumption that today's tools, platforms and discovery methods will remain unchanged.

We do not claim to predict the future. We preserve organised, portable and well-described information so future opportunities can be considered without unnecessarily rebuilding or surrendering control of valuable digital assets.

Human-readable and machine-readable

Clear public information helps customers understand a business. Consistent structure, headings, categories, product attributes, internal links and recognised machine-readable data can also help compatible search engines and emerging AI-assisted discovery systems interpret that information.

External services decide whether, when and how they crawl, index, rank, cite or recommend a website. I can structure information to improve its clarity and eligibility for discovery; I cannot guarantee what an outside service will do.

The lasting asset

Platforms may change. The enduring asset is the business knowledge: services, products, specifications, relationships, documents, images and customer pathways. Organising that knowledge carefully provides a foundation that can be adapted as new possibilities appear.

GUIDING PRINCIPLE

Build for what we know, preserve what works, and leave room for what comes next.

How good structure can support business value

A website cannot guarantee revenue, but it can remove unnecessary barriers between a prospective customer and a confident enquiry or purchase.

- Clear navigation helps people reach relevant information faster.
- Accurate descriptions reduce uncertainty and inappropriate enquiries.
- Logical product relationships can support comparisons and related purchases.
- Visible policies, ownership and contact pathways can strengthen confidence.
- Structured public information can improve eligibility for search and emerging discovery services.
- Documentation, backups and portability can reduce the cost and disruption of future change.
- Maintenance and review can preserve value after launch rather than allowing gradual deterioration.

A CREDIBLE COMMERCIAL PROMISE

I cannot promise sales, rankings or recommendations controlled by other people or platforms. I can build clearer pathways, explain your value more effectively and create a foundation designed to remain useful over time.

Cost should be considered with value

The price of a website or maintenance service should not be considered in isolation. A responsible decision also considers the operational value being supported, the cost of customer confusion, the effect of broken pathways and the expense of rebuilding information that was not preserved.

Project stages and approvals

1. Initial discussion — identify the business, audience, objectives, constraints and preferred level of support.
2. Discovery and planning — gather information, map customer pathways and define the proposed structure.
3. Proposal and scope — set out deliverables, responsibilities, assumptions, exclusions, costs and timing.
4. Design and preparation — develop the agreed structure, content approach and visual direction.
5. Client review and decisions — explain important options, recommendations and consequences; record approvals.
6. Implementation — build and configure the authorised solution.
7. Testing and acceptance — check agreed functionality, content, devices and responsibilities before launch.
8. Launch and handover — publish the approved work and provide agreed access, documentation and training.
9. Maintenance and development — continue only under an agreed support or improvement arrangement.

Changes during a project

New ideas are normal. If a requested change affects scope, cost, timing, risk or an approved structure, I will explain the effect and seek approval before treating it as authorised work.

Questions prospective clients may ask

Will I understand what you are doing?

I explain important choices in plain language and relate technical decisions to their business purpose.

Who makes the final decision?

You do. I advise and recommend, but you retain authority over your business.

Will you make every change I request?

I will assess it against the scope, safety, legality and professional responsibility. I will explain concerns and alternatives where necessary.

Will my work be secretly outsourced?

No material subcontracting or third-party access will be hidden from you. Proposed specialist involvement will be disclosed and approved.

Do you guarantee sales or Google rankings?

No. Those outcomes depend on factors outside any developer's control. I provide clear structure and sound implementation without making unsupported guarantees.

What happens if something goes wrong?

The agreed backup, recovery, support and responsibility arrangements determine the response. Appropriate planning and documentation reduce confusion.

Can the website grow later?

That is an objective of sound planning. Future changes may still require new work, but the foundation should avoid unnecessary barriers where practical.

What happens next?

If this approach suits your business, the next step is a conversation—not an immediate commitment. We can discuss what you want to achieve, what already exists, what information is available and what level of assistance may be appropriate.

Before our discussion

- Consider the main purpose of the website.
- Identify the people you want it to serve.
- List the questions customers regularly ask.
- Gather examples of existing content, products, documents and branding.
- Think about what you want to manage yourself and what you would prefer supported.
- Note any current domains, hosting, email, ecommerce or third-party systems.

INVITATION

This is what I can provide. Let us review it together and decide what best suits your objectives, budget and preferred level of involvement.

Contact

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Current contact details and the latest version of this pack are available on the website.

Document information

Title: David Parker Web Design — Client Information Pack

Version: 1.0

Published: July 2026

Website: davidparkerwebdesign.com

Important notice

This pack describes a general approach and possible services. It does not create a client relationship, constitute a binding quotation or replace a project-specific written agreement. Availability, inclusions, responsibilities, fees and timeframes must be confirmed for each project.

Information about legal, privacy, security, financial or regulatory matters is general in nature. Clients should obtain appropriately qualified advice where their circumstances require it. No website developer can guarantee sales, search rankings, indexing, third-party service availability or recommendations by external AI systems.

Before public use, the final commercial terms, privacy arrangements and service agreement should be reviewed for suitability under applicable Australian law.

CORE COMMITMENT

Clear information. Informed decisions. Direct accountability. Practical documentation.
Room to grow.