

— FOR BUSINESSES IN ALGERIA

The business **website planner.**

A workbook and checklist to prepare your company website: goals, pages, content, languages, domain, and the questions to ask before you sign.

TIME

Three short sessions

FOR

Owners and managers

EDITION

October 2026

— HOW TO USE IT

Prepare the site before you brief anyone.

A business website is quicker to build, and better, when the main decisions are made before design starts: what the site is for, which pages it needs, who provides the text and photos, and in which languages. Without them, weeks go by waiting for content, and sites launch with placeholders.

Answer the questions in your own words and tick a check only when it is true today. Bring the person who answers your phone and WhatsApp: they know what customers ask.

Session 1	Sections 1 and 2: goals, the one action and the pages.
Session 2	Sections 3 to 5: content, photos, languages, domain and contact paths. Start gathering what is missing.
Session 3	Sections 6 and 7: the questions for agencies and the launch checklist. Then fill in your three priorities.

01

Goals and the one action

A website that tries to do everything does nothing in particular. Start with what it must change for your business.

What should the website do for your business over the next twelve months?

More calls, more quote requests, more bookings, fewer repeated questions, a more serious image with partners.

Which visitors matter most to you?

Private customers, companies, partners, job applicants, customers abroad.

What is the one action you want visitors to take?

Call, send a WhatsApp message, request a quote, book a visit. Choose one main action; others can stay secondary.

How will you count that action?

Calls from the site, WhatsApp chats opened, forms received, bookings. Decide now so it is set up before launch.

☐ We know the three questions customers ask most before they buy.

The site should answer them.

☐ We have looked at two or three competitors' sites and noted what we like and dislike.

02

The pages to plan

List the pages before anyone designs them. Each page has one job and ends with the main action.

Your services or products: one page each, or grouped? List them.

A page for each main service helps both visitors and search engines.

Do you have several branches or cities? List them with their address.

Each branch deserves its own page with address, map and hours, not the same text with the city name swapped.

Which other pages do you need?

About and team, references or projects, FAQ, careers, news, legal notice and privacy.

Is there anything visitors must do online?

Book a visit, download a catalogue, use a client area, send a quote request with files.

☐ Every page on our list has a reason to exist and a main action at the end.

☐ Contact details and the main action appear on every page, not only on the contact page.

03

Content and photos to gather

Content is the most common cause of delay. Decide who writes what, and by when.

Who writes or approves the text for each page?

One person who approves keeps the project moving.

Which photos do you have, and which are missing?

Real photos of your team, premises, work and products build trust faster than stock images.

Do you need a photo or video shoot? When could it take place?

Which references, certifications, partners or client logos can you show, with permission?

Only what you are allowed to publish.

☐ Our logo exists in good-quality files (vector, or high-resolution PNG).

If not, plan a brand step before the website.

☐ Our company name, address, phone numbers and hours are written the same way everywhere.

On the site, on Google and on your social pages.

☐ We have permission to publish every photo, logo and client name we plan to show.

04

French and Arabic, done properly

Many businesses in Algeria need both. A good bilingual site is written for each audience, not translated word for word.

Which languages, and which one comes first?

French, Arabic, English: which do your customers search in?

Who writes or checks the Arabic text?

A native speaker who knows your trade, not only a translation tool.

- ☐ The Arabic version is planned as a real right-to-left layout, not a mirrored copy of the French page. Menus, forms, numbers and icons must read naturally from right to left.
- ☐ Every page exists in each language, or we have decided which pages stay in one language.
- ☐ Visitors can switch language from any page and land on the same page in the other language.
- ☐ Forms, confirmation emails and WhatsApp messages work in each language too.

05

Domain, Google profile and contact paths

Small decisions with long consequences. Make them in your company's name.

.dz, .com, or both? Which name?

A .dz or .com.dz is managed in Algeria by CERIST and shows you are an Algerian business; it asks for company documents and can take longer. A .com is quick to register and practical if you also serve clients abroad.

In whose name is your domain registered today, and who holds the access?

It should be the company, with access you control.

Which phone, WhatsApp number and email will appear on the site? Who answers each one?

What is your reply target for messages and forms, during and outside opening hours?

- ☐ If we want a .dz, we have started the registration early, with the company documents ready.
 - ☐ Our Google Business Profile is claimed, with the right address, map pin, hours, photos, phone and website.
 - ☐ The WhatsApp button opens a chat with a pre-filled message that says which page the visitor came from.
 - ☐ The contact form asks only what we need for a first reply.
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06

What to ask an agency before signing

Ask every agency the same questions. Clear written answers tell you a lot about how the project will go.

- ☐ The scope is in writing: pages, languages, features, and what is not included.
 - ☐ The project is split into stages with dates, and we approve each stage.
 - ☐ The number of revision rounds per stage is written down, and how extra changes are priced.
 - ☐ The domain, hosting, Google profile and analytics accounts will be in our company's name.
 - ☐ We know who hosts the site after launch, who fixes it if it goes down, and how support is billed.
 - ☐ We can edit the content we change often ourselves, and we know which changes need the agency.
 - ☐ The agency can invoice in dinars, with proper invoices or numbered receipts.
 - ☐
-

We know who owns the design and the code once the project is paid.

Send this to each agency

Hello, we are preparing a website for [company]. Attached are our goals, pages and languages. Could you send us in writing: the scope and what is not included, the stages with dates, the number of revision rounds, who will own the domain and the accounts, hosting and support after launch, and whether you invoice in dinars? Thank you, [name], [phone]

07

Launch checklist

Go through it the week before going live, on a phone as well as a computer.

- ☐ Every page has been read in each language by someone who did not write it.
- ☐ Phone numbers and the WhatsApp button work from a phone.
- ☐ A test form has been sent, received by the right person, and answered.
- ☐ The site loads quickly on a mid-range Android phone over 4G.
- ☐ Each page has its own title and description that name the service and the city.
- ☐ The site has a valid security certificate (https) and a backup.
- ☐ Analytics are set up and count the main action: calls, WhatsApp chats, forms.
- ☐ The website address is on the Google profile, social pages, email signatures and printed materials.
- ☐ We hold every password and access, stored in the company's password manager.

Your three priorities

WHAT	WHO	BY WHEN
1		
2		
3		



THE NEXT STEP

Want us to build it with you?

Launch is our brand and website service for businesses that want to look like the leader in their market. We start from your answers in this planner, then design and build in stages you approve: in French and Arabic, fast on a phone, and set up for local search. Algerian clients are invoiced in dinars.

- A brand identity and guidelines, or the website alone
- A website in French and Arabic, with a real right-to-left layout
- Google Business Profile, analytics and SEO foundations at launch
- A fixed quote, two revision rounds per stage, the domain and accounts in your name

See Launch for Algerian businesses

qafza.dev/en/site-web-alger



Qafza designs and builds brands and business websites for companies in Algeria, and tracks enquiries, calls and rankings with them after launch.