

Brief for website development and design

Please answer the questions. This questionnaire will help you more clearly understand the goals and objectives of the Internet project. Be sure to fill in the points (what you like / don't like)

Contact Information

Company	Name
Contact person, position	Full name, manager
Telephone	Contact phone number
E-mail	mail@example.com
Other contacts	Messengers, social media networks
How did you know about us?	Social networks, recommended by (company name)
Date of completion	01.01.2022

About company

The site of the company	example.com
Field of activity	Please indicate the areas in which you work
Product/Service Description	- Specify what products and services you offer to your customers What problems does your product/service solve? - What price range are they in?
Brief information of the company	Briefly describe the company or attach a presentation/link about the company
Geography	In which regions do you provide services?
USP (Unique Selling Proposition)	Describe why customers buy your product/service. Benefits, features of your product/service. What makes you stand out from your competitors?
Websites of competitors	Provide links to your competitors and describe what you like/dislike about them and why?
Page Links company social networks	Facebook, Instagram, LinkedIn, etc.
Additional Information	

Information about the site

The target audience	Gender, age, interests, income level, reason why the customer uses your product/service
Site type	Landing/Online store/Corporate website/Catalog /Individual project/Other
Goals that the site must achieve	For example: <ul style="list-style-type: none">- Attraction of new clients- Increasing the conversion rate- Increase current sales volumes- Lead generation- Promotion of a positive image of the company
Conversion action expected from the user	Make a purchase, leave contacts, download a file, etc.
Site structure (can be provided as a separate file, along with page sections)	List all required pages for the site: <ul style="list-style-type: none">- Home- About company- Our team- Services- Portfolio/Projects- Product Catalog- Card Product- Shipping and payment- Reviews- Articles- Blog- Partners/Clients- Stock- Vacancies- Photo/Video Gallery- Awards/Licenses/Certificates- Contacts- Question answer- Other pages not listed
Approximate budget and time for website development	By specifying the planned budget, you give us the opportunity to offer the best solution in this price range.
Additional Information	

Website page sections

Home

Examples of page blocks:

- header (where the offer, logo, CTA elements are placed)
- product information
- company benefits
- section of interaction with the client (lead form, call-to-action elements)
- footer (address, map, legal address)

About company

Services

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Design

Need a website design?	Yes / No
Form style	Yes / No
Logo	Yes / No
Do you have content for the site?	For example: <ul style="list-style-type: none">- Photos of the product/service, production process, team- Videos about the product/service- Certificates, diplomas- Promotions, discounts, special offers- News, articles, events- Promotions, discounts, special offers- Texts, presentations, booklets about the product/service and the company- Feedback / thanks
Color spectrum	What colors would you like to see/not see on the site?
Desired style of the future site	Conservative, stylish, light, minimalism, etc.
Sites you like	If possible, give links to 2-3 sites that you like and describe why and what exactly. Preferably, but not necessarily on your subject.
Sites you don't like	If possible, give links to 2-3 sites that you do not like and describe why and what exactly.
Availability of animation	Attach examples of animation that you like, for example, when scrolling or moving around the site and not only. It is possible to animate elements on the site.
Do you need custom graphics?	Icons, Illustrations, Logo, Other
Any other useful information or materials that are not listed above	

Site functionality

Technical aspects

Are there any preferences for technical implementation, for example, CMS or wishes in choosing a programming language?

What features on the site should to be?

Describe the modules and functionality of the site

Accompanying and advertising

Filling the site with content	Yes / No
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Writing text	Yes / No
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Text translation	Yes / No
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Seo promotion	Yes / No
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Setting up a site for advertising	Yes / No
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Contextual advertising	Yes / No
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Creation of Google my business	Yes / No
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Consulting and training	Yes / No
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Technical support	Yes / No
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Notes

Thank you for filling out the brief.

Perhaps, you want to add something else that was not included in the brief or what you want to emphasize. You can use an informal writing style that is comfortable for you.