

WEBSITE BRIEF FORM

Con	npany Name: Sub ID:				
Trad	ling Name (if different from the company name)				
Pref	erred website address:				
Con	tact Person: Sales Rep:				
Con	tact person email address:				
COI	NTENT CHECKLIST:				
The	following has been supplied with the Copy Instruction and Contract (Please circle the				
арр	ropriate response):				
	*High resolution version of the logo Y / N				
	Up to 20 unique pictures/images to be used on the site Y / N				
	If no, can we make use of stock imagery on the site? Y / N				
	*A write-up about the company – this can be in the form of a company profile Y / N				
	*Adequate content to fill at least 5 pages of your website Y / N				
	Can we get information off their existing website? Y / N				
	*Any answers marked with an * and an outright No response, will be not be processed)				
DOI	MAIN DETAILS:				
0	Do you have an existing domain? Y / N				
0	If no, do you need to register a new domain with us? Y / N				
0	What would you like that domain to be:				
0	If yes, are you going to keep your current hosting and point to our server? Y / N or				
0	Are you going to keep your current hosting and give us access to your account via FTP,				
	Cpanel or Konsoleh access? Y / N				

DESIGN BRIEF:

SELECT 1 layout below on how you would like your site to look.

NAME OF SITE		NAME OF SITE	808	NAME OF THE SITE TOWN AT A TOWN
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Clean visual	Clean Informative	Boxed Layout	F	Full Screen Layout
Name 3 sites you like t	he look of and you	think can work fo	r your webs	ite:
1)				
2)				
3)				
Who are your competit	ors in the market?			
1)				
2)				
3)				
What makes your busi	ness stand-out or o	different to others	n similar bu	sinesses? (Your unique
selling proposition)				

SELECT1: W	hat colour scheme would you like to u	se on your website (if different to your			
corporate ident	tity)				
0	Neutral – let the designer decide				
0	Keep to my corporate identity				
0	Bold, bright colours (primary and secondary palettes)				
0	Light, whites and greys				
0	Dark, elegant and crisp				
SELECT 5 Ite	ems for the navigation headings you'd	like to use on your website:			
* Note that these depend on the website solution sold. If the site is a WEBB and only has 5 pages, the client must only choose 5					
options.					
□ HOME		□ BLOG			
☐ ABOUT US	5	□ NEWS			
□ SERVICES	3	□ ARTICLES			
□ PRODUCT	-S	□ CONTACT US			
☐ GALLERY		□ TEAM			
□ PARTNER	S	□ RESOURCES			
□ SHOP		QUOTES			
□ CAREERS					

What is the main objective of your website? Circle the most relevant options

- o Get sales leads
- Build brand awareness
- o Receive quote requests
- o Make bookings/Schedule services
- Supply adequate information to users about your business

Who is your ideal customer / target market:	
1)	
2)	
3)	
SOCIAL MEDIA:	
Does the client have the following, and would	they like links to these pages on their website?
□ FACEBOOK	LINKEDIN
□ INSTAGRAM	□ PINTEREST
□ GOOGLE+	□ TWITTER
□ YOUTUBE	
CONTACT INFORMATION FOR WEBSITE:	
Primary contact number:	Alt Number/s:
Physical Address:	
Email address/es:	
Date submitted:	Date received: