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WEBSITE DESIGN BRIEF

To better serve you, we need to understand who you and your business are. The questions listed below, will help us to put this in perspective and allow us to prepare a comprehensive proposal.

BUSINESS INFORMATION

Business Name *If you need help with business naming, please check this box.*

_____

DBA Name (if applicable): _____

Business Address _____

Address Line 2 _____

City _____ **State** _____ **Zip Code** _____

Business Phone _____

Business Email _____

Website Address http://_____

CONTACT & BILLING

First Name _____

Last Name _____

Direct/Cell Phone (for Our Use Only) _____

Email _____

Billing Address _____

Address Line 2 _____

City _____ **State** _____ **Zip Code** _____

BUDGET & DEADLINE

What is your expected budget $_____ Sharing your budget range, allows us to quickly assess if your desired website aligns with your budget (Option A) or if it's achievable with some adjustments (Option B). This saves you time by avoiding proposals outside your range. Knowing your budget helps us tailor a proposal that reflects your needs and avoids any surprises.

Deadlines Matter Too – Launch by Date _____

Do you have a target launch date for your website, perhaps coinciding with a product launch or seasonal event? Sharing this timeline allows us to determine how we can meet your requirements.

WEBSITE BASICS

Have you **purchased your domain** yet?   Yes   No

If No, list **domain names** you interested in using for your new website?

_____

If you have a **Current Website** up and running:

What do you like about it? _____

What do you dislike about it? _____

What could be improved? _____

Are there any elements you want to retain? _____

List some sites you like _____

_____

If you have completed **Keyword Research**, list your keywords below or email them

_____

_____

_____

_____

Do you need **Keyword Research** performed?   Yes   No

Will you be providing the new **Content** for your site?   Yes   No

Is the content **SEO driven**?   Yes   No

Do you need us to Write the Content **for you?**   Yes   No

Do you need us to **Copyedit** your existing content?   Yes   No

Do you have your own Imagery for us to use on the site?   Yes   No
If stock imagery is being used, it must be purchased for web use or royalty free.

Do you need a **Photographer/Videographer**?   Yes   No

TECHNICALITIES

Outlining any specific technical requirements, you have, or we should know of is important to avoid any delays in the process.

Make a list of the functionality you'd like on the website. For example:
- Does your site need to integrate with any other systems, such as client login areas or databases?
- Does your site need to hit WCAG Accessibility requirements?
- Will your site need to be multilingual?
- Do you need to integrate a location map?
- Will you need an online payment function?
- Are there any third-party integrations we need to be aware of?
- The list goes on...

_____

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WEBSITE SUPPORT

It's also good to know how much help you need with the site after it's been built. Your website is made up of lots of code, images, files & folders – and they need somewhere to live, that's where hosting comes in!
- Will you require web hosting?
- How much on-going support or maintenance do you think will be required for the site?
- What might you need help with moving forward? Maintenance, Regular Updates, SEO Services, Listing Services such as Google Business Profile.

_____

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ONLINE SEARCH CAPABILITIES

Do you need us to set up or maintain your primary search profiles?

Google Business Profile   Set Up   Maintain

Bing   Set Up   Maintain   **Yelp**   Set Up   Maintain

Other   Set Up   Maintain _____

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TYPE OF WEBSITE

☐ **WordPress** **Wix** **WooCommerce**

☐ **Squarespace** **GoDaddy** **Other** _____

Are we **Transferring the Domain** from another provider? Yes No

From where to where _____

PURPOSE OF SITE

☐ **Business/Informational/Portfolio** **e-Commerce** # of Products _____

☐ **Portal/Intranet/Full Log-In Database (Requires WordPress)**

☐ **Other** (*Describe*) _____

SEO MAINTENANCE & TRACKING

Have you set up any of the following:

☐ Google Analytics - Code _____

☐ Google Search Console

BUSINESS DETAILS

Industry _____

Services & Products Offered _____

_____

What size is your business? (*# of locations, how many employees, etc.*)

_____

Locations of Services Offered

☐ Local (*Cities Served*) _____

☐ Statewide (*States Served*) _____

☐ Nationwide

☐ Global

List your Competitors? _____

_____

Marketing Purpose - What marketing goals are looking to achieve right now?

☐ Find New Customers Find New Employees

☐ Expand Business Service Areas Expand Services/Offerings

☐ Change/Add Target Customer Brand Announcement/Introduction

Target Customers - Who does your business serve?

☐ Other Businesses B2B   Adult Consumers

☐ Children Consumers   Families Consumers

☐ Couples   Pets   Other

Gender Target

Who is your Target Audience?

☐ Male   Female   LGBTQ   N/A -EVERYONE

Sales Delivery

How do you sell your services or products to your customers?

☐ Online/e-Commerce   Brick & Mortar Store

☐ Trade-Shows/Markets/Events   In-Home Demonstrations

Social Media

What Social Media Platforms are you using? *(Please list usernames)*

☐ Facebook   _____

☐ Instagram   _____

☐ Twitter   _____

☐ Pinterest   _____

☐ Snapchat   _____

☐ LinkedIn   _____

☐ YouTube   _____

☐ TikTok   _____

☐ Other   _____

Advertising

What are your current forms of advertising? *(e.g., Signage, EEDM (Postcard) Mailers, Online Ads, Magazines/Newspapers, etc.)*

_____

_____

_____

BRANDING

The following questions will help us to understand how to use your branding throughout the website design. If you have a Brand Guide, please forward the guide to Info@GRAPHtography.com and skip this section.

Do you need **Branding, Logo Design**, or other types of **Graphic Design** and **Print** work performed? *(Briefly describe your needs)* _____

_____

_____

_____

_____

If you need full **Branding Services**, *(Please download, and submit our Branding Design Brief)*

Are there **Graphics for the Website** that need to be designed**?** *(Describe below)*

_____

_____

_____

Logo Files available? *(Artwork files end in .ai or .eps)*   Yes   No

List your **Brands Color Codes** - *(Example - Codes will use this header: HEX # / CMYK / RGB / HSB / Pantone)*

_____

_____

What **Typography**/**Fonts** have been chosen for your brand? _____

_____

_____

What is your **Brand Personality**/**Voice?**

- ☐ **Sincerity:** This brand personality evokes feelings of warmth, trustworthiness, and authenticity. Examples: Patagonia, Hallmark
- ☐ **Excitement:** This brand personality is all about energy, adventure, and fun. Examples: Red Bull, GoPro
- ☐ **Competence:** This brand personality emphasizes expertise, reliability, and security. Examples: IBM, Mayo Clinic
- ☐ **Sophistication:** This brand personality conveys luxury, elegance, and prestige. Examples: Rolex, Chanel
- ☐ **Ruggedness:** This brand personality is associated with durability, strength, and outdoor adventure. Examples: Jeep, The North Face

What is your **Brand Story?** _____
_____
_____
_____

What are your **Brand Values?** _____
_____
_____
_____

What makes your **Brand Different?** _____
_____
_____

What is your **Mission Statement?** _____
_____
_____

What is your **Vision Statement?** _____
_____
_____

What is your **Tagline?** _____
_____

How would you describe your business using **"One Word"?**_____

Why are you in business? What need are you fulfilling, or problem are you solving?
_____
_____

Why should I choose your business over your competitors?
_____
_____

What are the strengths and weaknesses of your business?
_____
_____

Where do you see your business in 5, 10, or 50 years? What do you want your business to be known for?
_____
_____

Have you had **Market Research** Performed? _____

If Yes, would you share the results with us? _____

If No, are you interested in having **Market Research performed**? Market Research is an essential tool that will help identify your competitors and key details about their efforts, data about your target customers demographics as well as other information to help you make the right branding and marketing decisions.

☐   Yes, I'd like to learn more!

☐   No, Let's wing it!

THAT'S A WRAP!

Send us your files - **Any image samples or artwork files should be sent to** **Info@GRAPHtography.com**

- Please include in the **subject line "Your Business/Project Name"** so we can match your files to your Design Brief during our review**.**

- If there is **Additional Information**, other details, notes, or comments you would like to add, please use the **next page**.

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