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Website Design & Development Brief

A successful website design & development will only be as good as the information that you provide to us.

The questions below and on the remainder of pages will help our team create a project that is well organized and follow the specific information you have provided us.

This questionnaire contains very specific questions to the development of your new website, please be as specific as possible when answering any of the questions.

Your Name:

Your Email:

Position within company:

Website URL:

Primary contact name:

Primary contact phone:

Primary contact email:

What is the current budget for the new build?

Will there be a complete redesign for the website: Yes   No

If there is a complete redesign, please explain?

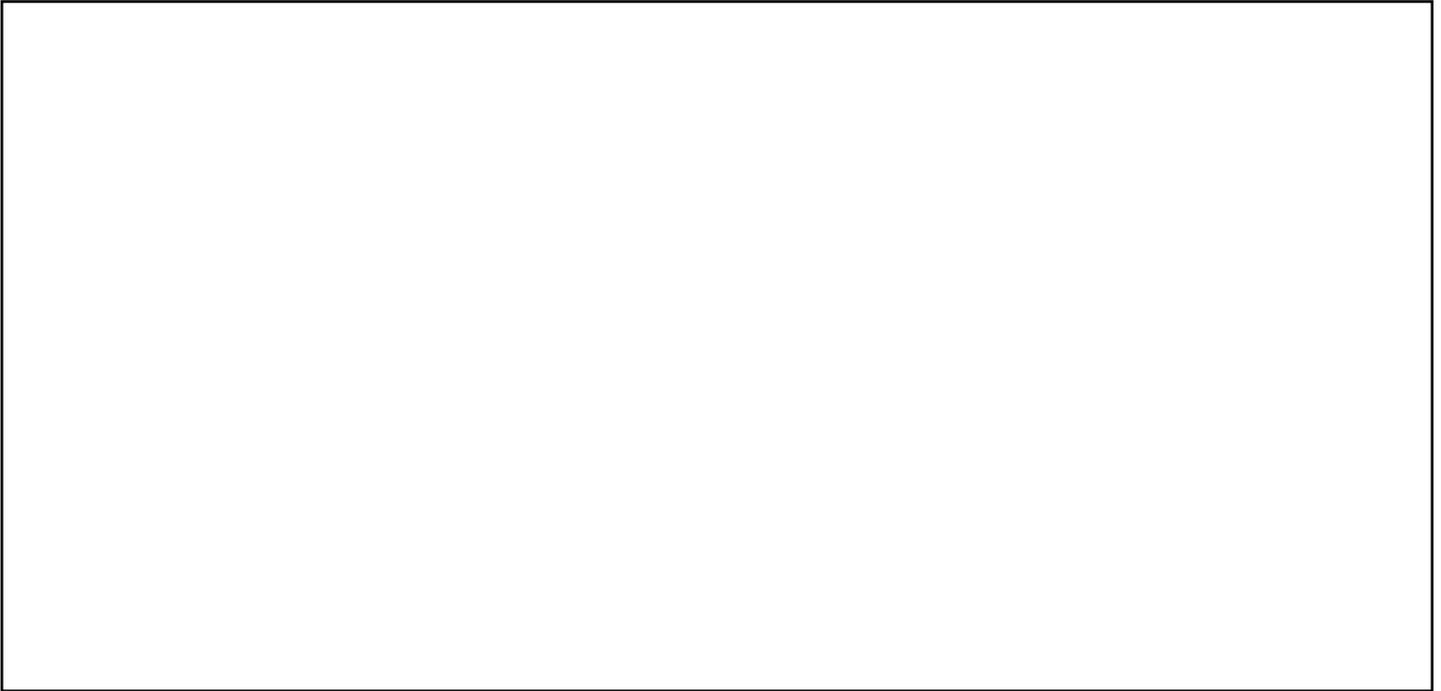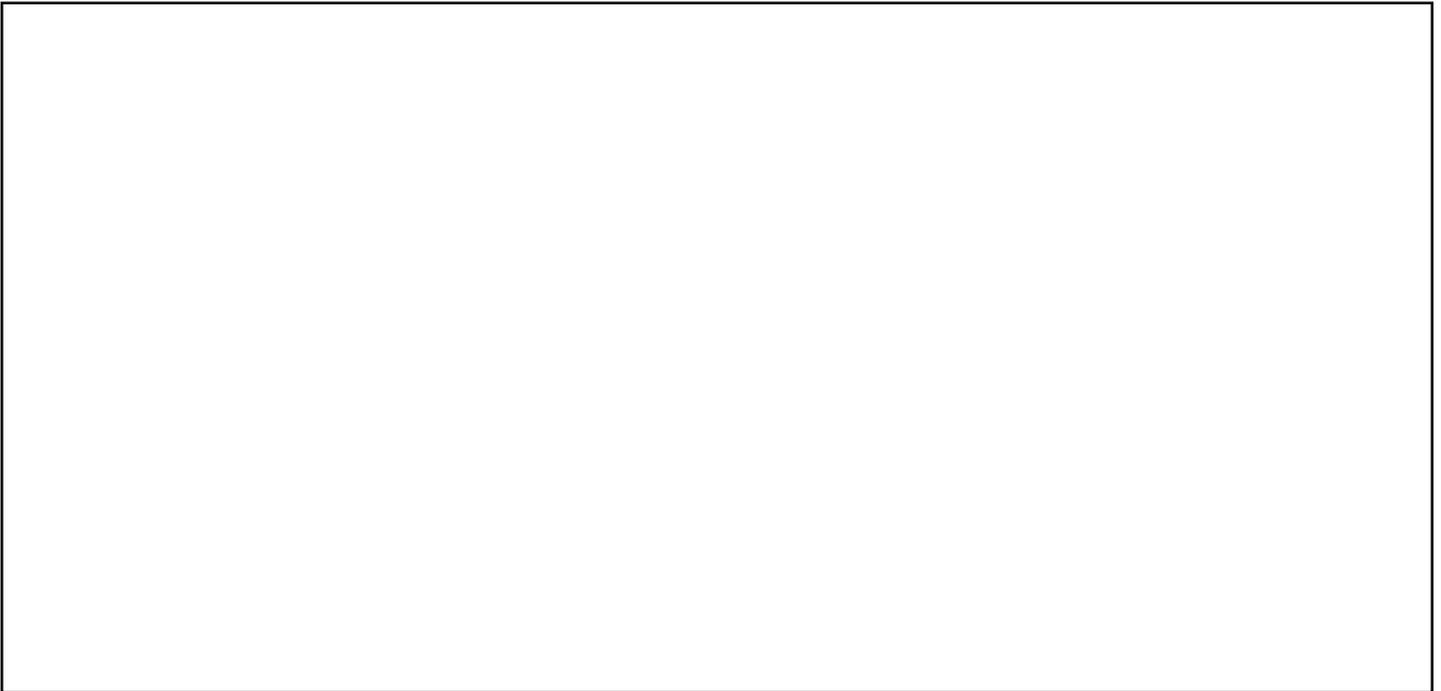**Will you want any new colors?**   Yes   No

If yes, do you have any examples or URL examples of colors you would like to use?

Define the purpose of the website

Define the purpose of the new website:

What is the main goal of the website?

Define the purpose of the website (cont.)

What about your current website do you like the best?

What would be your new wants for the website build?

What would be your new needs for the website build?

Define the purpose of the website (cont.)

Do you want to add any new functionality?   Yes   No

If yes, what new functionality would you like to add:

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Who will be in charge of maintaining the website after the build?

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Company Profile

What would best describe your company?

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What makes your company unique from other companies that offer the same type of service?

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Company Profile (cont.)

What are some examples of websites that you like?

Example 1:

Example 2:

Example 3:

Example 4:

Example 5:

What are some examples of websites that you dislike?

Example 1:

Example 2:

Example 3:

Example 4:

Example 5:

Audience

How would you best describe your website audience?

If a user visits your website for a long period of time, what are they key items that you want them to know or see?

Google Analtyics information is very necessary to understand your audience, is this website linked to any type of Web Analytics?

Yes   No

If yes, what are the usernames and passwords to access this information?
(This information is also important to embed the API key into the new website build)

Username:

Password:

Audience (cont.)

Is the current website linked to Google Webmaster & Bing Webmaster tools?

Yes   No

If yes, what are the usernames and passwords to access this information?
(This information is also important to embed the API key into the new website build)

Google:

Username:

Password:

Bing/MSN/Yahoo:

Username:

Password:

Did we miss anything?

Please let us know of anything else that would help make the project a successful one: