

WEBSITE CREATIVE BRIEF



Buyer Name: _____ Business Name: _____

Phone: _____ Email: _____ Website: _____

Basic Company Info: (your services, demographic, history, slogan, special features, etc.)

What is the purpose or goal of your website? What is the message?

What is the look or feel you would like the website to portray?

What kind of regular changes/updates will you be needing to make? And How Often?

Is there a competitor's (or other) website that you like? What do you like about it? (Name the URL)

Budget:

Deadline/time-frame:

Fixed Flexible

Follow a certain color scheme?

Target audience:

Artwork provided by buyer: (logo, photos, etc.)

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Do you currently have a website? If so, what is the URL?

- Yes No

http:// _____

If yes to above, what do you like AND not like about your current website?

Are you prepared to leave your current host? (Or do you require to stay with your current host?)

Is there anything that you want emphasized or featured on the site?

What do you want your website to include (please check how important it is, and leave a description)

	1 - not important	5 - very important	Description:
<input type="radio"/> Contact Form	①	② ③ ④ ⑤	_____
<input type="radio"/> Image Gallery	①	② ③ ④ ⑤	_____
<input type="radio"/> Blog Articles	①	② ③ ④ ⑤	_____
<input type="radio"/> E-Commerce	①	② ③ ④ ⑤	_____
<input type="radio"/> Social Media Links	①	② ③ ④ ⑤	_____
<input type="radio"/> Social Media Feed	①	② ③ ④ ⑤	_____
<input type="radio"/> Other:	①	② ③ ④ ⑤	_____
<input type="radio"/> Other:	①	② ③ ④ ⑤	_____
<input type="radio"/> Other:	①	② ③ ④ ⑤	_____
<input type="radio"/> Other:	①	② ③ ④ ⑤	_____

Is there anything else I need to know?

Number of pages: (please list them here)

Who provides your domain/URL? (go daddy, etc.)

When does your domain expire?

Do you need to display a disclaimer?

- Yes No

If yes, please provide typed version. What page(s) does it need to be displayed?

Do you need this site to be mobile-friendly?

- Yes No
