Brief for website development

Please answer these questions (or some of them). This will help us get an idea of the future project.

1. About the company / brand

Tell us a little bit about yourself: what is your company name, what do you do, and what are your main products or services?

2. Competitive advantages of the products/services offered (What makes you different from your competitors?)

3. Portrait of your client (the person or company that is the target audience)

4. Geography of the company's activities (city/cities, country/countries)

5. Current site address:

6. How will we contact you?

* E-mail
* WhatsApp| Telegram
* Work and mobile phone numbers

**Important questions for estimating costs and deadlines:**

7. Briefly describe the task. What should I do?

8. What problems of the existing site need to be solved?

9. Do you need a complete development of the website from scratch (design, layout + programming) or only part of it (design/redesign страниц of the site pages)?

10. Site type

* Landing Page (single-page site-usually used to promote one area/service/product)
* Promo website (advertising platform for promotion of the promotion)
* Business card website (a mini-corporate site displaying your services)
* Corporate website
* Catalog -no online purchases
* Online store
* Portal

11. How would you describe the appearance of the future website?

* European
* Minimalistic
* Business
* Solid
* Provocative
* Creative
* Portal
* National

12. Do you have a logo / corporate identity?

13. Do you have any suggestions for deadlines?

14. What is the allocated budget (from 200000 kzt/5000$)?

15. Describe the approximate intended site structure?

* Main
* About the company
* Partners
* Cooperation
* Services
* Catalog
* Portfolio/Our works
* Service
* News
* Contacts

16. Describe the site modules :

* Photo / Video Gallery
* User's personal account/ registration
* Online Testing / Quiz – Module
* Newsletter with a subscription option
* Social Links / Instant Messengers
* Site Search
* Payment systems for payment ((Pay box), Visa and Master Card)
* Shopping cart module for the store
* Seo Module + "Human-like URL"

17. Language versions :

* Rus
* Kaz
* Eng

18. Do you have any graphic and textual material for website formatting? (Illustrations, professional photos, etc.) May you need help working on your content?

19. Will you need to develop a mobile version of the site or adapt it to mobile devices (adaptive design and layout)?

**Additional questions that will make our cooperation more pleasant and productive:**

20. Do you have an employee who will continue to maintain the site? Do you need to fill out the site or will you do it yourself? Do you have an employee who will be able to monitor the site's security in the future and supervise cooperation with the hosting provider?

21. Do you have any preferences for the site management system used?

* Wordpress
* Open Cart
* Joomla
* 1 C-Bitrix
* Unique CMS (designed to meet your needs)

22. Examples of sites you like:

23. What you don't like about websites:

24. Competitors ' websites and their likes and dislikes:

25. How many people in the company make decisions on this task:

As a recommendation - one or two people should make decisions on the site. This must be voiced or specified in the contract. If the client's entire company is involved, then the end of development/completion will not be close)

26. Do you plan to promote your website (SEO, contextual advertising)?

27. Write any questions that interest you (promotion, support, etc.):

28. Do I need help with content development?

Thank you for filling out the brief, please send it to us by email: info@web-marketing.kz@web-marketing.kz