Website Design Brief
New Customer Information / Work Order

Thank you for your interest in Fox Graphix. In order to better understand your project and needs, we have each client complete this questionnaire. This is also part of our pre-development process to help projects run smoothly and stay organized. There may be questions that are not applicable to your project. Please skip those and mark with N/A. Thank you for your time.

Please complete and return the enclosed form. Your response will help us define initial direction for your new website/internet identity based on an intimate understanding of your vision, background and requirements.

Client input is the foundation upon which successful websites and brand identities are built. This survey will help you articulate and identify the overall goals of logo/corporate identity development/revamp project, including specific answers regarding message, audience, look and feel, and application.

Each key decision maker should fill out his or her own survey, and answer each of the questions in a thorough but brief and clear manner, and add any additional notes or comments at the end of the survey.

General Information

1. What is the name of your company/venture/brand?

2. What your URL (if applicable)?

   http://www

3. Do you have a domain name?

4. Do you have a web hosting? If so, with who?
   (User name and password will need to be provided)

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5. Who is the client, please list company details, primary contact and contact details?

Company Name	
Primary Contact	
Designation	
Postal Address	
Physical Address	
Telephone	
Fax	
Email	
Time Zone	
Preferred time of contact	

6. Who are the primary contacts from your organization and who has final approval on the project? Please list names, titles, email addresses and phone numbers.

Name	Designation	Email Address	Telephone No

7. What is your intended target completion date for the website? Are there any outside considerations that may affect the schedule (e.g., web launch, PR launch, tradeshow, annual report, etc.)?

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8. What is the intended purpose of your website?

Information only	
Products & Services	
Grow database	
Make online sale	
Support existing ad campaign	
Reinforce company branding	
Other (specify)	

9. What keywords would you use to search the web for your company? Knowing these keywords will help us get your website ready for search engine submission.

Website Re-design (If Applicable)

1. What do you like about your current website?

2. What specific areas of your website do you feel are successful? Why are they successful?

3. What shortcomings exist with the current website and what three things would you change today, if you could?

4. How important is it to maintain elements of your current look and feel, logo, and branding to promote continuity?

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Reasons for Website Re-design

1. What are the main reasons you are launching / redesigning your website? (New venture, era, product, outdated design, expanded services, different market, etc.)

2. What are the basics about the company/venture/brand?

    Think in terms of products and services, departments/divisions, people and markets, and competitors, geographic/demographic reach, etc.

3. What additional information should we be aware of, i.e. how did the venture/company/brand name originate, something about the founders / shareholders, background info, etc?

Audience/Desired Action

1. Describe a typical customer

    * How old is the customer and what does s/he do for a living?
    (Use as much detail as possible in profiling your target market. Profile more than one type if appropriate.)

2. What are the key reasons why the customer chooses your company's products and/or services?
    (Cost, Service, Value, etc.)

Perception

1. Use a few adjectives to describe how the user should perceive the new website. (Ex: prestigious, friendly, corporate, fun, forward-thinking, innovative, cutting edge, etc.) Is this different than current image perception?

2. What values/perception/message do you wish to promote about the brand/company through its new website?

3. How does your company differentiate itself from competitors? Do you think your current market differentiates you from your competition?

4. List URLs of your **competitor's** website. What specifically do you like, don't like about these sites, and in what respects do you think your website should stand out from these?

Competitor's Site	Comments
http://www	
http://www	
http://www	
http://www	
http://www	
http://www	
http://www	
http://www	

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Design Considerations

1. What design style(s) do you prefer for your website:

Futuristic	
High Tech	
Abstract/Artistic	
Corporate	
Conservative	
Clean/Simplistic	
Other	

2. What design colours/styles do you prefer for your website:
(Please specify)

Current Corporate ID	
Flat Colours	
Pastels	
Metallic/Chrome	
Dark/Ominous	
Earth Tones	
Gradient Fills	
Textures	
Multicolour	
Other	

3. Content and Navigation, Please Select:

Welcome/Main Page	
About Me/Bio/Profile	
Contact with email Form	
Contact Information only	
Client List & Testimonials	
Benefits	
Services	
Pricing	
Products	
Awards	
Job/Career Opportunities	
Online Bookings	
Other	

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4.   What features would you like on your website?

Newsletter/Sign up articles	
Search Box	
Member Login	
Location Map	
Top Articles	
Online Poll	
Request Information	
Download Area	
Calendar of Events - List	
Calendar of Events - Grid	
Gallery/Slideshow	
Links	
Site Map	
Privacy Policy	
Terms & Conditions	
Glossary	
Other	

Graphics

1.   Do you have all graphics needed for the website? (If yes, are they in high-res jpeg or gif format?)

2.   Approximately, how many picture files do you have for this site?

3.   Will you need assistance finding Images?

4.   Do you have a Logo? If yes, is it in digital format?

5. Is there a current corporate style guide that will be used? If not, are you considering the creation of a corporate style guide, identity or logo??

6. Describe any visual elements or styles, which can be taken from existing marketing materials or collateral pieces. (If any, please include actual examples – i.e. word documents, pictures (images), brochures, etc…)

Additional Notes/Comments

Respondent Name:		Date Completed:	

Please save/copy the completed document and upload/email to us for review. Highlight questions where you need further clarification or explanation. As much detail as possible is preferred, but anything as early as possible is better than nothing initially. It will help us to guide define the initial direction for the website/internet identity.

Please attach any media/images/content in separate zip file.

Look forward to hearing back from you.

Thank you
Susan Fox

USEFUL INFORMATION FOR YOUR CONSIDERATION

Your role as a customer in Website Development

Web Design (or Website Design) is a very involved process and you, as the owner of the business, have a very important role to play. Many customers come to me and say that they don't know much about web design and thus are not sure how they can participate in web design or website development process. I suggest to them that any website designer would prefer to work with a customer who knows that he or she has limited knowledge in website design but are experts in their own profession.

As a business owner, you are expected to know your business, your clients and the direction you want to take your business to. As long as you are able to communicate this, you should not have any issues in undertaking the exciting journey of website development. After all, your website will fast become the first point of contact for your customers and will open new markets for your business.

Some useful information you can provide in the developing of your website is:

- **What target market do you want to concentrate on:** As a website designer, it is very important for the company developing web design for your business to understand what target market you want to concentrate on. This will also help your Search Engine Optimization person to develop an SEO strategy for your website.
- **What Direction do you want to take your business to:** This will eventuate from the target market your want to concentrate on. This will help the website developer in the website development and website designing process.
- **What is your USP:** USP stands for Unique Selling Proposition. You need to communicate what makes you different to your competitors. We will then include your USP in the website design elements and showcase it carefully on your website.
- **Who are your competitors:** We need to understand who your competitors are. Look at their website designs and the functionalities that their websites incorporate. You can't survive in the online world by offering inferior interface to your competitors doesn't matter how big or small they are. In fact the beauty of the online world is that it offers a level playing field to businesses of all shapes and sizes.
- **Content and Graphics:** This is the time to start collecting materials for your website. This includes anything that you can provide me with to help design your website; current marketing materials, logo files, text, business cards, photos of your employees or place of business, catalogues, etc. If

you are selling products, I will need product photos and specifications. You can email, mail, or drop off any content that you have at any time.As much information and as well written as possible.

Copy on your website should be:
Concise, Scannable, Objective

- People don't really read online - they scan to get bits of information.
- Users don't like to scroll through long pages.
- Users do not like marketing fluff, sales pitches, or "marketers".

How to write copy for a website:

- Carefully organize the information, using words and categories that make sense to the audience, using topic sentences, limiting each paragraph to one main idea, and providing the right amount of information.
- Write concise sentences. If it's possible to cut a word, cut it.
- Write short and direct headings and introductions and avoid marketing jargon.
- Keep paragraphs short - 250 words or less.
- Keep page content to minimum - shoot for 600 words for the entire page. Users do not like to scroll to continue reading, avoid when possible.
- Use subheadings to break up content and to keep the reader interested.
- Use bullet lists when appropriate.
- Provide a summary or overview of key points for longer articles before providing the details.
- Write factual, objective information that is concise and easy to scan.
- Use informal/conversational tone.
- Write for busy, impatient people.
- Look for opportunities to provide outbound links to other sites or articles that support what you are saying - lends credibility.
- Target a few key phrases per page - these are the phrases you think people will use to find a product or service like yours. Use the key phrases in the first sentence of the first paragraph if possible.

READ MORE: https://www.nngroup.com/topic/writing-web/

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Effectively marketing your site for search engine optimization

There are over 4 billion pages on the Internet. How will people find yours?

Here is some information on designing your website with search engine optimization (SEO) in mind to help searchers find what you are providing.

There are two ways to search the Internet, using a directory or using a search engine. A directory such as Yahoo lists web sites using categories. Searchers must select the appropriate category and then "drill down" to find your site. Generally, you must submit your own site (and often pay a fee) to be listed in a directory.

Search engines such as Google employ robots (called bots or spiders), which constantly crawl the Internet looking for new information. Once that new information is found, it is evaluated and placed in the giant database used when a user enters a search term.

Your first task in designing your website with SEO in mind, therefore, is to determine what search terms your potential users will use to search for the products, information or service, on your site. What you call your products and what your potential customers call your products may be two different things. You need to optimize for the terms most often searched for by your prospects. These are your keywords. You will structure your website around those keywords.

How do you determine your keywords? The simplest way is to ask potential users how they would search for a site that offers the service or product. Asking friends and neighbors is good, but asking your existing customers is better. Focus groups are better yet.

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If you have an existing website, check your referrer logs. ClickTracks Web Analytics is a good log file analyzer. What search terms are used to find your site? If you presently sell products, add a line to your shopping cart asking people how they found the site. Another good way to determine what keywords to use is to research your competitors' sites. What keywords do they use?

You need to determine every word used to describe your product and the frequency of those words. If your product or service is local, your location is a keyword you should be sure to include on every page.

Once you have established your keywords, you can begin the design of your website.