

# WEB DEVELOPMENT & DESIGN BRIEF

**CLIENT:**

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**DATE:**

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**PROVIDE A SNAPSHOT OF YOUR BUSINESS** (What is your business' name? What products/services do you offer? Do you currently have a logo (please attach if so)? Any other info?)

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**WHAT ARE THE REQUIREMENTS OF THIS WEBSITE?** (How many pages do you require? Do you require an e-commerce platform? Will you write your own copy or should we do this on your behalf? Is there any graphical content to be designed by ImagiWorks or will this be provided?)

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**WHAT GOALS SHOULD THE WEBSITE ACHIEVE?** (Please list the goals for your website. For example, should it generate 5 new phone call leads a month? Should it generate 10 on-line sales a week? Should it be used as a primary reference point for search-engine-optimisation?)

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**WHO IS YOUR TARGET AUDIENCE?** (For example, age, sex, geographic location, financial status, employment status etc. Are they aware of your product/service? Why do they buy from you?)

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## WHAT ARE YOUR CREATIVE CONSIDERATIONS, RECOMMENDATIONS AND/OR CONSTRAINTS?

(For example, time constraints, budget, colour schemes, typography preferences, images/graphics etc. Do you have any major dislikes for certain design elements, colours and/or layouts?)

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## WHO IS YOUR COMPETITION?

(How are you different from them? What do you like./dislike about your competitors websites (list them)? Are they of a high commercial quality? What colours are emphasised? Will you stand out? Please also list any websites you are partial to here.)

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## WHY WOULD YOUR IDEAL CUSTOMER VISIT YOUR WEBSITE?

(List reasons for example, would they visit to find your phone number/address? To learn more about what you offer? To download resources? To buy online?)

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## ANY OTHER INFO WE SHOULD KNOW ABOUT?

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**SUBMIT**  
via e-mail

NOTE: ImagiWorks will use the information provided herein to adequately design your small business website. Please hit the submit button above, using your e-mail client to forward through the attached PDF document and one of our friendly ImagiWorks website design specialists will get back to within 24 hours.

-the imagiworkers-