Brief: Creation of a website or an online shop

This brief will help us better understand the specificity of your company and requirements for a website. All the information provided in the document is covered by the confidentiality clause and will be used only by our employees during planning and preparation of the strategy. Thank you in advance for all the provided answers.

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1. Do you currently have a company website? If so, please provide the address.

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2. What is the main purpose of the new website? (e.g. sales or informational)

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3. What products or services do you want to present on the new website the company? What differs your product from the competition?

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4. What characterizes your main target group?

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5. Are you currently running any online campaigns in your company? If so, which ones?

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6. **Where do you sell your products / services outside the website?**

7. **What is the mission of your company? Which values in running this business are for you most important?**

8. **What is the mission of your company? Which values in running this business are for You most important?**

9. **Do you have any expectations regarding the style of the website (e.g. elegant, a lot of graphics, simple, minimalistic, funny / cheerful, serious etc.)?**
Please send us the addresses of several examples of pages that satisfy your aesthetic expectations.

10. **Do you have any ready materials to create the website? (visual identification, advertising texts, photos, graphics, video materials, etc.)**

11. Do you have a list of keywords important from the point of Your business, for which you want the page to be displayed in Google search results?

12. Please provide us with your expectation about the deadline for the creation of the website.

13. Please provide us your expected budget for the implementation of the entire project.

14. Contact person	
15. Contact e-mail address	
16. Contact phone number	
17. Name of the company	

Thank you for the time spent on fulfilling this brief. It will be very helpful while making a dedicated pricing and for the website creation.