Website Briefing Form (2)

This briefing form provides it'seeze with key information about the design of the website.
It should be filled out, saved and supplied with the website content for the it'seeze design team to progress.

If you are viewing this form within your web browser you should download it first before filling in the fields.
This form is best filled out and saved using **Adobe Acrobat Reader** which can be **downloaded for free here**
This form accompanies our **Getting Your Website Launched Guide** which can be **downloaded here**

Basic Company Information

Company name:

Website name:
(This may differ from your actual company name and is not the website address)

Email address:

Telephone:

Address:

Company Reg No.
(If Applicable):

VAT No.
(If Applicable):

About company:
(Background info, USP's etc)

Products and Services:

About the website

Existing Website Address:

Good and bad points about existing website:

Website aims:

☐ Increase Sales   ☐ Increase Enquiries   ☐ Showcase Products

☐ Promote Services   ☐ Information Resource   ☐ Raising Awareness

Other aims of website:

(i.e. encourage more people to contact us or expand on traditional marketing materials such brochures)

Key marketing messages:

Demographics:

Sex:

☐ Male   ☐ Female

Age:

☐ 18-24   ☐ 25-34   ☐ 35-44

☐ 45-54   ☐ 55-64   ☐ ALL

Target Audience:

☐ Business to Customer   ☐ Business to Business

Colours

Hex Code Colours

What's a HEX Code Colour? *It's a 6 digit code that web designers use for accurate colour matching. You can find out a HEX code from a website or image through this website:* **www.imagecolorpicker.com** *Ask your local consultant if you require any help.*

Colour Types

(This gives the design team an idea of the type of colour feel for the site)

☐ Same as Logo / Branding   ☐ Pastels   ☐ Black & White

☐ Bold
Typically bright and high contrast

☐ Earthy
Typically natural colours

☐ Other
Please indicate below

Specific notes / requests for colour schemes

☐ I have supplied example colours

(This could be image attachments supplied with the website content)

Website colour example(s)

(This could be websites with a preferred colour styling. Please include notes explaining what colours are preferred for each example)

....

Website Style

Design Styles

(These styles can be found on the it'seeze website under the 'Our Work' page. All the links on the right are clickable and this gives the design team a general idea of the website style required)

☐ **Artistic**   ☐ **Clinical**   ☐ **Colourful/Playful**   ☐ **Corporate**

☐ **Industrial**   ☐ **Minimal**   ☐ **Organic**   ☐ **Traditional**

☐ **Tranquil**

Social Media Links

Social media links to add to website if applicable:

Please add the addresses in the fields opposite

Facebook

Twitter

YouTube

Linkedin

Google Plus

Other social media addresses:

....

Example website links

Liked websites

(with reasons why they are liked)

Disliked websites

(with reasons why they are disliked)

....

Logos and Branding

Your business logo

☐ **I have an existing logo I would like to use**
(This would be ideally supplied as Ai, EPS or PDF. Alternatively a good quality Jpeg or PNG file and submitted with the website content)

☐ **I have detailed branding guidelines**
(This would be ideally supplied as a PDF or Word document)

☐ **No, I would like a free text based logo**

☐ **No, I would like a simple logo design**
(This is an extra - ask you local consultant for details)

☐ **No, I would like a full logo design**
(This is an extra - ask you local consultant for details)

Pages Needed *(Up to **10** for **Max** and **Commerce**, up to **5** for **Lite**)*

(Opposite you will find the most common pages for a website. Please check the pages which you require)

☐ Home   ☐ About   ☐ Services

☐ Testimonials   ☐ FAQ   ☐ News

☐ Gallery   ☐ Contact   ☐ Find Us

Other pages

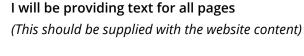*(Please list any additional pages in addition to what has been ticked above)*

SEO (Search Engine Optimisation)

Important keywords for SEO

(These are the likely search terms that will direct people to your website. They should be your products, services and the geographical area you cover. For example: plumbing, heating, domestic, commercial, Oxford, Oxfordshire.)

Website copy

Are you writing your own website text?

☐ **I will be providing text for all pages**
(This should be supplied with the website content)

☐ **I need help with copywriting**
(Discuss this with your local consultant. Copywriting may incur an additional charge. We do not start designing a website until the copy for all pages has been supplied)

Photography and Images

☐ **I have images that I would like you to use**

(This should be supplied with the website content. Images should not be fuzzy and would ideally be 1920 pixels wide at 72dpi. Ask your consultant if you are unsure)

☐ **I have consent to use all the images I supply**

(If you are supplying images for your website you will need to make sure you have consent to use them. Please do not take images from the internet without approval by the owner. If in doubt ask your local consultant)

☐ **I'd like the it'seeze team to choose imagery for my website**

(We provide a maximum of 20 stock images per website)

☐ **I would like to enquire about a photography shoot**

(Photography may incur an additional charge)

Deadline

(Please indicate your desired deadline date for completion. Your local consultant will advise you on turnaround times for our websites)

Additional Notes

Please give us any additional information below. For example this could be specific elements in the header or footer of the website or shared contact forms across each page on the website.

Happy with the form?

Save and Email this form:

To save this form go to **File** > **Save As** in the menu and save it to your local drive before emailing it.

To email it direct from Adobe Acrobat go to **File** > **Send File** and choose your email option.

Email this form direct:

Email your form by clicking here: