

Please provide detailed answer for the 20 questions listed below in your brief. It helps us to get a general idea what you are looking for and provide you with the best design. You can just refer to the numbers, or copy and paste the questions in your document.

COMPANY-RELATED QUESTIONS

1. How would you describe your services and/or products?
2. What are the long term goals of your company?
3. Why do you want a new website? (if you already have one) What do you want your new website to accomplish?
4. Who are your main competitors?
Having clients provide links allow us to get a better feel for their market and competition.
5. How are you different from your competitors?
6. What's the age range of your target customer base?
Helps in creating an overall feeling and impression of the website.

IDENTITY-RELATED QUESTIONS

7. Do you already have a logo and other graphics to be used?
If not, do you want to have one created?
8. What keywords do you want to be found by in the search engines?

LAYOUT

9. Please provide a list of websites that you like and don't like.
Why do you or do you not like these sites?
10. Please provide a list of competitors websites.
11. Do you have ideas of the colors to be used, and colors you don't like?
Please provide example sites.
12. Please provide the main pages you need in the website.

- 13.** Have you created the copy text for any of your pages?
- 14.** Do you have existing business cards or other printed material we need to match?
- 15.** Are you leaning towards custom drawn artwork or photographs?

TECHNICAL REQUIREMENTS

- 16.** Do you need a domain name?
If yes, please provide us your selection of choices with your company details (including ABN/ACN number)
- 17.** Do you need a web hosting?
If yes, we can arrange you an affordable and reliable web hosting package with full setup.

If you already have one, we'll need the followings (Note that this information will be kept in strict confidence):
 - a.** FTP access information - username and password
 - b.** PHP/MySQL login details

PROJECT REQUIREMENTS

- 18.** What's your preferred deadline, time frame or exact date of completion?
- 19.** Do you have an approximate budget?
- 20.** Would you like any additional design services to be packaged with your new website?
Example: web hosting, domain name, logo design, printing, etc.