



Project Creative Brief

Company Name

Current Website (?)

Website Address

Project Name

Project Summary (describe what you are looking for)

Current Situation (If you have a site, what do you feel isn't working, what needs to be improved on, what is working, etc.? Why is the project needed and what would you like to achieve?)

Target Audience (who is your customer?)

Goals (if they visited the site, what would you gauge as a success? ie. they purchased something, they called, they filled out an interest form, they booked a reservation).

Must Haves (colors, policies, etc.)

Competitors and/or sites you like

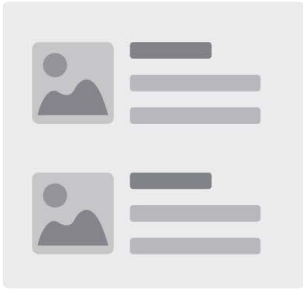
List the pages and/or areas of your site (ie. about us, products, contact us, etc.)

What is important to display on your home page (see next page for ideas)

Home Page Content (check all that apply)

☐

Latest Blog Posts

☒

Slideshow

☒

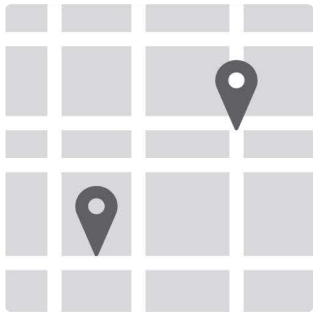
Testimonials

☒

Form

☐

Map

☐

News Highlights

☐

Featured Products

☐

Video

☒

General Text

☐

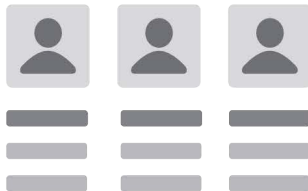
Social Links

☐

Social Feeds

☐

Bios

☐

Upcoming Events

