

# WEB DESIGN CREATIVE BRIEF

Thank you for taking the time to download our web design creative brief. As a part of the Pixelcore process, this short form will help us identify the best solutions to your project needs. We've kept it brief and concise. Once you've filled it out, please fax (253-550-5715) or email your answers to [projects@pixelcorestudio.com](mailto:projects@pixelcorestudio.com)

<p><b>1. PLEASE FILL IN YOUR NAME, COMPANY NAME, CONTACT INFO, AND HOW/WHEN IS THE BEST TIME TO REACH YOU.</b></p>	<p><b>6. LIST A FEW WORDS DESCRIBING HOW YOUR VISITORS SHOULD PERCEIVE THE NEW SITE.</b></p>
<p><b>2. TELL US ABOUT YOUR COMPANY, PRODUCT, OR SERVICE THAT THE SITE IS INTENDED TO PROVIDE OR PROMOTE.</b></p>	<p><b>7. WHAT ARE YOUR PLANS FOR MAINTAINING AND UPDATING THE WEBSITE. HOW OFTEN AND WHO WILL BE DOING THE UPDATES?</b> For example, will it be updated every week, or every month and who will be doing the updates? Do you need a content management system?</p>
<p><b>3. BRIEFLY DESCRIBE YOUR PROJECT AND WHAT YOU'D LIKE US TO PROVIDE.</b> For example, "A simple 6-page brochure style website with a contact form, google map, etc.", or "An e-commerce website that will sell MP3s and videos."</p>	<p><b>8. WHAT ASSETS WILL YOU BE PROVIDING?</b> Logo, photos, copy, music files, etc.</p>
<p><b>4. WHAT ARE YOUR GOALS FOR THIS PROJECT?</b> Please be specific. For example, "To increase our website's search engine visibility/ranking", or "To establish a web presence that will bring in leads". Both short-term and long-term goals are helpful.</p>	<p><b>9. WHAT DOES YOUR BUDGET AND TIMELINE LOOK LIKE?</b> Knowing your budget and timeframe helps us plan your project more accurately, giving you an accurate quote and best value for your money.</p>
<p><b>5. WHO IS YOUR TARGET AUDIENCE?</b> Consider your current customers, your company's demographics and the customers you'd really like to reach.</p>	<p><b>10. PLEASE ADD ANYTHING ELSE YOU THINK IS IMPORTANT FOR US TO KNOW.</b></p>