



757 Web Works

WEB DESIGN & DEVELOPMENT · HAMPTON ROADS

CLIENT PACKET · PART 4 OF 4

Project Brief

Your goals, pages, look and content in one place. Fill it in on screen, save it, and email it back, or answer it with us on a call.

1 • Getting Started

Accounts, domain and our invitation

2 • Working Together

Your brief, content, reviews and changes

3 • Pricing

Your site size: package, care and fees

4 • Project Brief

The fill-in questionnaire



PART 4 · PROJECT BRIEF

Your Project Brief

Your answers become the scope of work in your proposal. Short answers are fine, and "not sure" is a good answer: we will work it out together.

To fill it in on screen: open this file in Adobe Acrobat Reader (free), Microsoft Edge, Chrome or Apple Preview, type in the boxes and tick the squares, then save it and email it to **helloworld@757webworks.com**. Prefer to talk? Call **(757) 270-6061** and we will fill it in with you.

1. About you

Business or program name

Your name and role

Email

Phone

Who approves the site? if not you

Who will gather and send content?

Current website, if any

Domain you own or want e.g. yourbusiness.com

2. Goals

What do you do? two or three sentences, the way you would say it to a new customer

Who are your best customers? who they are, where they are, what they need

The one thing a visitor should do first

☐ Call us

☐ Text us

☐ Fill in a form

☐ Book online

☐ Buy online

☐ Register or sign up

☐ Visit us

☐ Read and learn

☐ Other (explain below)

The three questions customers ask you most

What makes you different from your competitors?

A year from now, how will you know the site worked? more calls, fewer repeat questions, more registrations...

3. Pages and features

Pages you want list them: Home, About, Services, Contact...

Features

- | | | |
|---|--|--|
| ☐ Contact or quote form | ☐ Business email | ☐ Online scheduling |
| ☐ Advertising help | ☐ Online payments | ☐ Events or news |
| ☐ Photo gallery | ☐ Reviews or testimonials | ☐ Second language |
| ☐ Registration with e-signatures | ☐ Client or member portal | ☐ Online store |
| ☐ Quote calculator | ☐ AI help desk | ☐ Something else |

Must have at launch

Nice to have, later

4. Look and feel

Three words for how the site should feel e.g. trustworthy, warm, fast

Brand colors hex codes if you have them, e.g. #0F2443

Brand fonts, if any

Your logo

- | | | |
|--|--|--------------------------------------|
| ☐ Vector file (SVG, AI, EPS or PDF) | ☐ PNG or JPG only | ☐ No logo yet |
|--|--|--------------------------------------|

Websites you like, and what you like about each any industry; three is plenty

Styles, words, images or colors to avoid, and why

5. Content

Photos

- | | | |
|---|--|---|
| ☐ We have our own photos | ☐ We will hire a photographer | ☐ Please use licensed stock photos |
|---|--|---|

Text

- | | | |
|---|--|---|
| ☐ We will write the text | ☐ Please write it (copywriting) | ☐ Reuse text from our old site |
|---|--|---|

Wording you are required to show licence numbers, disclaimers, accreditation, legal notices

6. Timing, budget and care

Ideal launch date, and why it matters

Budget for the build

- | | | |
|---|---|---|
| ☐ Under \$1,000 | ☐ \$1,000 to \$2,000 | ☐ \$2,000 to \$3,500 |
| ☐ \$3,500 to \$6,000 | ☐ Over \$6,000 | ☐ Not sure yet |

Paying for the build

- | | | |
|---|---|---------------------------------------|
| ☐ In two or three payments | ☐ The interest-free payment plan | ☐ Not sure yet |
|---|---|---------------------------------------|

After launch

- | | | |
|--|---|--|
| ☐ A care plan, paid monthly | ☐ A care plan, prepaid for a year or two | ☐ Changes as needed |
| ☐ Not sure yet | | |

Anything else we should know

What happens next

Within one business day of receiving your brief we confirm we have it. Within about a week we send your written proposal: the pages, the features, the timeline, the price and the payment schedule. Nothing is charged until you sign.