**

WEBSITE BRIEF

# FOR

# CONTENT STRATEGY

## Why do you want a website?

**What is the Primary (and secondary) purpose for your website? What do you expect it to accomplish?**

**What information do YOU want your users to find quickly on your website?**

**What information do you think your customers are trying to find quickly on your website?**

## Information Buckets and Calls to Action:

**What are the primary and most important categories of products, services or solutions you offer, so we can highlight them prominently on the home page and sub-pages for the best website visibility/accessibility?**

## Incentive

**What incentives would you like to offer visitors to your website, i.e., sign up for free whitepapers, newsletter, free consultation, etc.?**

## Competitive Assessment

**Please list any other websites that you like the design of. What features about these sites do you really like?**

**Please list any websites within your industry that you do NOT like. What features of their site do you not like?**

## Search Engine Optimization

**What words or phrases (search terms) do you think your target audience might type into a search engine to find your website?**

# TECHNICAL parts

## Website Address

**What domain names are we building this site for?**

## Company Partnerships, Industry Affiliations, Industry Certifications

**Do you have any partners, industry affiliations or certifications you’d like to feature on your website?**

## Company Imagery

**What type of imagery do you prefer, i.e. real photography, stylized images, a combination, your own photography, diversity (ethnicities, sex, age), etc.?**

**What type of imagery would you like to stay away from, e.g., cliché or over-used photos in your industry?**

# SITE MAP

A site map is a list of every individual page on your website, categorized into “Tier 1” groups and their corresponding sub-pages. Below is a suggested list of pages that you should have on your website. But please add to this list for all the pages you’re wanting on your site.

* ABOUT US
* SERVICES
  + Service 1:
  + Service 2:
  + Service 3:
* BLOG
* CONTACT US

## Text Content

BEACON will be providing content for the following pages:

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# BEACON REQUIREMENTS

In this section we are informing you of BEACON’s requirements in order to proceed with the design of your Website.

BEACON cannot begin work on the concept design until we receive the following information from you in the proper format. We do this so we can provide you the best possible concept in the most efficient way. Please telephone or e-mail your Mission Controller should you have any questions.

## Files Needed for Beacon to begin design phase

1. Approved Creative Brief (this document) with client edits/feedback if applicable
2. Vector or high-resolution company logo.
3. Any other logos required (partners, affiliations, certifications, icons, etc.).
4. Company brand guidelines and tagline (if any). If not, preferred company colors (RGB/CMYK).
5. Any images client would like to use (bios, products, locations, etc.).
6. All copy/text for homepage.

After items above received, BEACON will begin homepage design concept. After client sends copy/text for remaining pages on site map (including all PDF attachments for website (white papers, case studies, press releases, etc.), BEACON will begin designing the sub-page design concept.

## Text Requirements

* Client should spell check, grammar check and proof the text provided to BEACON, as BEACON will cut and paste your exact text into our website design.
* All text should be submitted electronically as a Microsoft Word.
* Text for each page (e.g., Contact Us page, About Us page) should be labeled according to the flow-chart / sitemap (e.g., About Us.doc, Services.doc, Contact Us.doc).
* Please refrain from using ALL CAPS in your website copy.
* If you’d like to highlight a note in your copy/text for BEACON please do so in a different colored font or highlighted font, so we can easily see it.

*BEACON MEDIA + MARKETING is not responsible for any liability of copyright infringement of text supplied by the client.*

## Image Requirements

* Format – JPG, GIF, PNG, TIF, PSD, EPS, AI (please do not send images in a Microsoft Word document unless it is for placement instruction only).
* All images should be sent electronically.
* If you do not have the resources to supply the images, BEACON can supply you with royalty-free stock images, or you can visit the following website and select the images:
  + http://www.shutterstock.com
  + Please include the image reference number for each photo
* All images that must be scanned will be charged a standard hourly fee.
* If you require specific photography to be shot, BEACON can provide a professional photographer at a standard hourly fee.

*BEACON MEDIA + MARKETING is not responsible for any liability of copyright infringement of photography supplied by the client.*