



Website Brief Form

This **brief** will be the first step that will allow us to meet you at the right place on this path you plan to embark on with us.

It's crucial that we speak the same language for your project's success. Therefore, we kindly ask you to answer the following questions over a **cup of coffee**.

Thank you very much in advance.

The key person who will manage the project with us:

Name Surname:

E-Mail:

Phone Number:



I. Creative Section

What is your industry, **business**, service and/or product?

What is the **goal** of your web project?

Who is your **target audience**? Who will visit your website?

What are the **strengths of the company** and what distinguishes it from its competitors?

Do you have a **logo and corporate identity**? Are you satisfied with it?



In **which areas** do you plan for your site visitors to take action? (Product search, reservation, e-newsletter, etc.)

Who are your competitors? Can you give examples of companies you **benchmark** against, both locally and globally?

Are there any websites, both inside and outside of your industry, that you draw **inspiration** from? Can you give us some examples?



II. Technical Section

What **functional parts** do you want your site to have?
What do you expect users to do on your site?

Will you need a content management system? Will your site need to be **updated frequently**? How often will updates, content additions, or refreshes be required?

On your current website, do you use any accounting, **customer database, production, planning, reservation, purchasing**, etc. programs that are connected to the site?
(ERP, CRM, etc.)



Is your **sitemap clear**? Do you need our help?

Are your content (visual, text, video, etc.) materials **ready**?

III. Analysis Section

If you have an existing website, do you use a measurement tool? What is your traffic like and **which of your most visited pages**?

What areas of your current site are **working best**?



What areas are you **unhappy** with on your current site?

After completing the form, you can send an email to
tolunay.kurttutar@gmail.com or
send a WhatsApp message to **0 (538) 697 96 72**.

I'm already looking forward to working with you.

I wish you continued success.