

## LANDINGPAGE//BRIEF

### 01// DESCRIBE THE ESSENCE OF YOUR BUSINESS OFFER

*Is it a new site or a redevelopment of an existing one? If it is a redesign project, we would like to see the existing site and find out what you would like to change.*

### 02// TELL US ABOUT YOUR BRAND.

*What is the name of your company?  
Are there full and short versions of the name or different language versions?  
If you have prior work on mission of the company and a slogan, write them here.*

### 03// WHAT SHOULD THE USER ACT IN THE TIME OF VIEWING YOUR LANDING PAGE?

- Buy product
- Register for an event
- Download a file with material
- Go to another resource
- Make a call to the operator
- Describe below

## 04// WHO IS YOUR TARGET AUDIENCE?

*Tell us about the audience that your site will be designed for.  
Are they individuals or corporate clients?  
What are their main geographical, ages, social, behavioral traits?*

## 05// GIVE US EXAMPLES OF LANDING PAGES THAT YOU LIKE.

*Indicate successful sites according to your opinion.  
Make a list competitors' websites, if they exist.  
Are there any sites that you like from a visual point of view - not necessarily in your  
industry? What exactly do you consider successful in them?*

## 06// REQUIREMENTS FOR THE DESIGN OF THE LANDING PAGE

*If you use corporate images, attach them with this brief on email.  
If you need photo session, write it down.  
If you need a redesign of company identity, ask for a brief for this type of work.*

hello,  
business.

Lets  
create  
your  
best  
visual  
story!

07// WHICH KIND OF INFO YOU WOULD PUBLISH ON LANDING PAGE?

- Campaign
- Discount
- Customer reviews
- Certificates, licenses
- Proof of product quality
- Other, please describe below

08// WHICH LANGUAGES WILL BE USED ON YOUR WEB SITE?

09// DURATION OF THE PROJECT

*If the project needs to be implemented in any specific time frame, indicate here.*

10// WHOM CAN WE CONTACT FOR THIS PROJECT?

*How to contact with you for further discussion for the project?  
Specify, in which way it will be more convenient for you to communicate.*

CLEAR

SEND VIA E-MAIL

**WEB//ERKAN**

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