**Thank you, enkosi, ngiyabonga, dankie**

**for choosing WebsiteDesign.co.za!**

We have put this briefing document together so that your developer can get a better understanding of you, your business and what you do. This goes a long way when it comes to web marketing.

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**GUIDELINES ON HOW TO PUT YOUR BRIEF TOGETHER**

* Please try put yourself in your potential clients shoes when completing this. More often than not, they are searching for a product or service you offer in a specific area – and not searching for you by name.
* Please complete this briefing document as accurately as possible, the more in depth the brief the more we can assist you. Please also double check your **spelling & grammar**.
* Please make sure you send your completed brief to your developer within **3 days** of project activation.
* If you need any assistance with this document, please speak with our friendly sales consultant or your developer without any delay.

**Adwords** (PPC) is online advertising on a platform such as Google. Advertisers pay to display brief advertisements, product listings and service offerings.

Research needs to be done through a **Research Campaign** to determine a monthly estimated marketing budget.

Before you complete the below. Please review **Google’s Adwords policy**:  
<https://support.google.com/adwordspolicy/answer/6008942?hl=en>

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**Your Business**

(Who are you?)

Please give us your company name and domain:

|  |
| --- |
| Domain Name (ie: www.websitedesign.co.za) : |
| Company name : |

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**Services & Products**

(What do you do?)

What are your **primary services and products**? In other words what search words do you think our clients use on Google to look for your products or services? Depending on your chosen package we will use 1, 2 or all 3 of the below key phrases.

|  |
| --- |
| 1st Key Phrase: |
| 2nd Key Phrase: |
| 3rd Key Phrase: |

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**Location**

(Where are you?)

What **location** (**cities preferably**) do your services sell? In other words where are your clients located? Number of locations used in your campaign depends on the Adwords Setup package you have chosen.

|  |
| --- |
| 1st Location: |
| 2nd Location: |
| 3rd Location: |

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**Search habits**

(Client habits & engagement?)

What **times** and **days in the week** do you assume your clients use the internet to look for your products and services?

|  |
| --- |
| Weekdays: |
| Weekends: |

What **times** and **days in the week** are your business the busiest?

|  |
| --- |
| Weekdays: |
| Weekends: |

How do you want your **clients to engage** with you? (eg. via phone call, email or contact form on your website). Please list these in order of preference.

|  |
| --- |
| 1st Preference: |
| 2nd Preference: |
| 3rd Preference: |

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**Other marketing**

(Where else do you market?)

What other **online marketing** are you doing for your company?

|  |
| --- |
| SEO: |
| Social Media: |
| Other: |

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**Competitors**

(Who does what you do better?)

Who do you imagine on Google are your **main web competitors** and what is their website? List your top 3 only.

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | **Company Name** | **Website URL** |
| **1st** | : |  |  |
| **2nd** | : |  |  |
| **3rd** | : |  |  |

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**CONGRATULATIONS!**

If you have completed all of the above questions, then we have what we need in order to start SEO on your website. To proceed, send this document back to your sales agent.

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