**Author Information**

**Please provide the following information.**

This information will be used to create your website and establish the country of origin of your brand.

Author Name

Author Email Address:

Author Phone Number:

Author Mailing Address (for verification purposes):

Author Location:

Author Website Address (URL):

Author Working Hours:

Author Category/Genre (Fiction, Non-Fiction, Biography, etc.):

**Project Related Information**

**Please provide the following information related to your brand/ project**

The purpose of this Questionnaire is to understand the author and goals for the book so we can provide you the best website. We appreciate the time you spend on this form and this will be incredibly valuable to your experience with us moving forward. This brief form should take no more than 10 minutes to complete. All responses will be confidential and not shared outside.

**What type of design do you prefer for the website?**

*Please provide details about the brand*

**Who is your target audience?**

*Please provide details about the brand*

**What is your unique selling proposition (USP)?**

*Please provide details about the brand*

**Do you want to improve an existing website, or create a website from scratch?**

**What do you like and dislike about your existing website? (If any)**

*Please provide details about the brand*

**Do you want your website to be optimized for SEO? Do you have a list of keywords you’d like to target?**

*Please provide details about the brand*

**Please list 3 sample websites (URL links) that you like and would like us to base the design on. Pinterest boards and other inspirations are also helpful.**

*Please provide details about the brand*

**Do you know what platform you want to use for your website such as WordPress or Shopify?**

*Please provide details about the brand*

**What features do you need on your website?**

*Please provide details about the brand*

**Do you currently own any digital assets? This includes any existing branding, logo, or other material. If yes please mention below:**

*Please provide details about the brand*

**What is the primary purpose of your website?**

*Check one or more of the following*

* Brand Awareness
* Online Storefront
* Lead Generation
* Contact points for readers
* Others: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**What primary colors would you like to use for the website?**

*Please provide details about the brand*

**Please describe your ideal website theme (ex. Elegant, minimalist, intense)**

*Please provide details about the brand*

**How many pages do you need on your website?**

* 1
* 2 – 5
* 5 – 8
* Greater than 8

**Please select the pages that you would like on your website**

* Home page
* About us
* Contact
* Gallery
* Blog/ Social media
* E-Commerce/ Menu/ Services offered

**Do you have the content for your pages ready?**

* Yes
* No
* Some of the information is ready

**When do you want your website to be completed by?**

The same time the book is ready

**Do you need help updating and maintaining your website?**

* Yes
* No
* Maybe

**How much would you like to be included in the project work?**

* Include me in important decisions
* Include me in every step of the process
* I would like minimal level of collaborations

**Who will be the primary POC for the website design and implementation? (Please include all relevant contact information)**

*Please list down brand/product functionality*

**What is the preferred method of communication?**

* Email
* Phone
* Messages

**Please list your company’s social platforms that you want to be included in the design, such as Facebook and Twitter. If you need us to create any platforms, let us know by mentioning which ones.**

*Your Answer here*

**Is there anything you have seen on other sites that you like and want to include in the design? If so, please elaborate with examples.**

*Your Answer here*

**If you want a logo designed, please give us an idea about the kind of logo you require?**

*Your Answer here*

**Do you have a domain or do you want to buy a new domain name? If you already have a domain name, please provide domain details (Username and Password)?**

*Your Answer here*

**Do you have hosting or do you want to buy web hosting?** **If you already have a domain hosting, what is the name of the web hosting company \_\_type here\_\_ please provide Hosting details (Username and Password)?**

*Your Answer here*

**Thank you for filling out this project brief**Please make sure you’ve filled out all information accurately as   
it will be used to create/manage/optimize your website.   
  
**Contact your dedicated account manager if you have any queries**