ELEVATES

ONE PAGE · FILL IN, PRINT OR SEND

WEBSITE BRIEF

The one *page* to send before the first call

Nine facts that decide whether a website project keeps moving. Fill in what you know. Where you do not know yet, write that: it is an answer too.

ORGANISATION

YOUR NAME AND EMAIL

DATE

01 Who says yes

One name, and who decides when that person is away.

APPROVER

STANDS IN

02 The number

What the site does now, a month, and what would count as success.

NOW

TARGET

03 The date

The launch, and the reason for that date: a season, an event, a campaign.

LAUNCH

BECAUSE

04 The keys

Whose name is on each account, and do they still answer?

DOMAIN

HOSTING

EMAIL

ANALYTICS

05 The words

Who writes each page, and the date the text and photos arrive.

06 Languages

Which languages at launch, and who checks each one.

07 Addresses to keep

Pages people reach today from Google, print, menus or QR codes.

08 Out of scope

What this project does not include, even if it comes later.

09 Personal data

Every form, booking and sign up the site will run.

Send the filled page to elevates.it/en/contact. The reply comes back as a scope.

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