Wytyczne do produkcji witryny WWW.

Informacje o firmie, rodzaju działalności:   
(charakterystyka, misja firmy, oferta, struktura, siedziby, odziały)  
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Charakterystyka produktu i marki:   
(cechy pozycja na rynku, rodzaje , odmiany, czym sie produkt wyróżnia, gdzie i kiedy się sprzedaje)  
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Grupa docelowa:   
(do kogo ma trafić produkt)  
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Cele:   
(jaki cel chcemy osiągnąć poprzez witrynę)  
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Opis rynku i konkurencji:   
(charakterystyka, trendy na rynku, głowni gracze, działania konkurencji)  
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Działania reklamowe oraz ich efekty:  
(podejmowane do tej pory przez firmę)  
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Planowany budżet na kreowanie marki w Internecie:  
(produkcja witryny, pozycjonowanie, linki sponsorowane, inne formy reklamy)  
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Dane kontaktowe:  
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Wytyczne do WWW

Preferowana **kolorystyka witryny** (jakie kolory Państwu odpowiadają, ciemne, jasne, etc):  
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Dokładne określenie **informacji jakie mają znaleźć się na stronie głównej** (teksty, usługi, etc):

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Pozycje w **menu strony** (o firmie, oferta, kontakt, etc):   
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Domena internetowa:

Posiadam domenę internetową: .....................................................................................................................................................  
(niezbędna będzie zmiana serwerów DNS, w przypadku udostępnienia panelu obsługi domeny – usługa zostanie wykonana nieodpłatnie)

Proszę o dobór domeny internetowej:  
(wytyczne dotyczące nazwy domeny)  
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Typ strony:  
 (np. 1. prosta, przejrzysta (korporacyjna); 2. z elementami Flash (ruchome elementy na stronie); 3. cała w technologii Flash)  
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Przykładowe adresy stron, które Państwu się podobają:  
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Inne uwagi: ......................................................................................................................................................................................................................................  
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Usługi dodatkowe (tak/nie):

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| --- | --- | --- |
|  | Tak | Nie |
| Badanie słów kluczowych: |  |  |
| Optymalizacja witryny: |  |  |
| Pozycjonowanie: |  |  |
| Linki sponsorowane: |  |  |
| Inne formy reklamy (dobór mediów): |  |  |
| Opracowanie treści na witrynę: |  |  |

Załączniki:

1. **Logo firmy** ( psd lub cdr lub inny np. jpg, gif, png)
2. **Zdjęcia** firmy lub/i produktów
3. Treści na WWW

