CREATIVE BRIEF

AMERICAN SPIRIT TECHNOLOGY GROUP
Provider of the LiveEdit Platform

Create a powerful website that will deliver results. To get started we need a couple of things from you:

1 Contact Information   How do you want this information to appear on your site?

Your Full Name

Business Name

Business Address

Business Phone

Business Mobile

Business Email

Current URL/DNS

LiveEdit URL

LiveEdit Package

MINDBODY ID

Average timeline for website completion is based on how prepared you are with your website content and assets!

Your website content drive your design! Check out our Content Guide.

Is this your **first** website?

Yes ☐   No ☐

2 Purpose + Website Goal

What is your primary goal for your new website?
[E.g. Drive new business, list offers, acquire information, inform, etc.]

WEBSITE CONTENT + DESIGN

1

List 3 websites that you like. Tell us what you like!
This helps us visualize the aesthetics you like. If your package is template based, we may not be able to duplicate, but we'll get as close as we can!

Site 1

Site 2

Site 3

3 Communication

Tell us about your target audience.
[ie. Age, M/F, Families, Kids, Seniors, Hobbies, Work]

Copyrights

As the client, you are responsible for what you submit for the creation of your website. Please be conscious of the materials you send us.

Note: It is **not** okay to submit content copied from another company or other web resource.
Have questions? Please ask us!

4 Visual Content + Branding

How would you describe your business? What tone or style describes your business?

Do you have a **company logo** to use on your site?
If yes, please provide an .eps, .png or high quality file.

Yes ☐   No ☐

Do you have any existing materials and
info? Listed below are several ideas to consider.

Photos/Illustrations of Real People ☐
Testimonials ☐
FAQs ☐
Staff/Personal Bios ☐
Brochures ☐
Terms & Conditions/Privacy Policy ☐
Mission Statement ☐

5 Written Content

Prepare a site map along with content that will appear on each of the pages you outline. Submit to your project manager!
Define what pages we will bring over if you have an existing website. Refer to your package for content entry submissions and revisions.

Site Map Example

Home
About
  - Our Widgets
  - Our People
  - Our Cats
Services
  - Widget Building
  - Cat Feeding
  - Rope Jumping
Blog
Contact us

If you have an existing site, please answer the following:

Will your new site use existing content from your current site?

Yes, bring it over - I'll update it later ☐   I'm updating it, don't copy it over yet ☐

Will you be creating new content? Content drives your design. Please plan to submit new content while we are still in the design stages.

Yes ☐   No ☐

Who will be doing your SEO Site Migration?

I have purchased site migration services through ☐   I'll be doing it myself ☐   Tell me more ☐
American Spirit Technology Group

6 Social Media

List any social media URL links you have setup. If you don't have any, set them up now.

E.g. https://facebook.com/LiveEdit.Aurora

Facebook
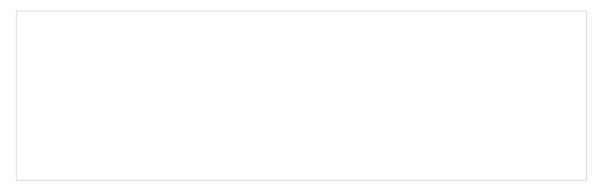
Twitter

YouTube

Google +

Yelp

Other

SEO

Search engine optimization (SEO) involves structuring a website so that it is found, read and indexed by search engines such as Google and Microsoft's Bing.

LiveEdit websites are created using best practices, laying a foundation for SEO success! Our do-it-for-me and premium websites include basic SEO set-up on designed pages. (Managed SEO packages are available as an add-on service.)

You may have heard the adage 'Content is King' in regards to SEO. Crafting your site content using industry-relevant, geographically-imposed keywords helps the search engines to display your content to potential customers in your area. That makes keyword research the foundation of any successful online marketing strategy.

Brainstorm potential keywords and save them in the area below:

Tip: Research keywords using the Google Adwords Keyword Planner. https://adwords.google.com/KeywordPlanner

7 You are almost done! Now it's time to save and email this document back to us. Tips to do so below.

In order to save this document you will have to open it in **Adobe Reader**.

If you do not have Adobe Reader, or need to download an updated version you can download it for Free here: http://get.adobe.com/reader/

If you are having trouble saving in Adobe Reader try clicking File > Save As Other > Reader Extended PDF > Enable More Tools (Including Fill-In & Save

Then, attach the completed brief to an email and send it back to your Project Manager.

OR

If you would prefer to not download additional software to your computer you can upload this brief, fill out, and save using this website: http://www.pdfescape.com/

Then, attach the completed form and email it back to your Project Manager.

To watch a tutorial on how to utilize this website tool view this YouTube link: http://getliveedit.wistia.com/medias/onhls15bda