**Brief (questionnaire) from aw-group.org (+online store)**

|  |  |
| --- | --- |
| **1. General information about the company** |  |
| Company Name |  |
| Address, e-mail, phone numbers |  |
| Contact person |  |
| The company's field of activity |  |
| Characteristics of the main goods and/or services (their number, number of items) |   |
| Who is the main consumer of goods and/or services |  |
| The main competitors in the market of these products (services), website addresses |  |
| **2. General information about the site** |  |
| Website address (specify an existing one or we will offer our own version) |  |
| The name of the website |  |
| Which category of users should the website be targeted at? |  |
| Which geographical regions should the website be targeted at? |  |
| The task that the website should solve |   |
| The impression that a website should make on a visitor |  |
| **3. Website Design** |  |
| The presence of corporate colors, a logo, a trademark or a complete package of corporate identity. If there is, describe it |  |
| Suggestions on the color scheme |  |
| Specify the addresses of websites that are successful, in your opinion, both in structure and color scheme |  |
| Specify the addresses of sites that are not successful, in your opinion, both in structure and color scheme |  |
| Any suggestions on the graphic style of the website |  |
| **4. Website maintenance** | Studio or on your own |

**Highlight in color the services you are interested in:**

**Website Development**

**Step 1 - Technical task & data collection**

**Problem statment**

The work is carried out on the customer instructions or wishes

Technical requirement development

**Marketing activities**

Market analysis, competitors' strengths and weaknesses detection

Unique trade offer, capture points and trust triggers development

Semantic core collection

Website pages prototyping

**Step 2 - Design:**

**Design variants**

Design is provided by the customer

Template website design

Template design with improvement

Unique modern design in Apple style

Art design with sketches

**Additional services**

Simplified logo version

Professional logo design (3 versions)

Corporate design development

**Step 3 - Layout:**

Layout is not required

Static layout

Adaptive layout (for all devices)

Interactivity, parallax effects

**Step 4 - CMS (content management system), functional implementation:**

**CMS**

Wordpress

Joomla

Opencart

Cs-cart

Framework

Other

**Communication with visitors**

Callback module on the website

Online order form

Online consultant module

Extension - We will call you in 20 seconds

Corporate email (info@site.com)

IP-telephony

**Website sections**

Contacts section

News section

Article section

Feedback section

Q&A section

About us section

Partners section

Certificates section

Services section

Promotions and special offers section

Our works / photo gallery / video gallery section

Product catalog (no cart)

Blog

Forum

Shops list on the map / pickup points

Payment & delivery

Guarantee & returns

Brands / Manufacturers

Multi-level catalog and support for unlimited number of products

**Functions, modules, sections**

Visit counter & detailed visitor statistics

Countdown timer

Cash receipt module

Banners module

Website integration with CRM

Module (feed) of latest news/articles/from blog

The last reviews module

Website search module

Account programming on the website (except online store)

Authorization via social networks

Dynamic slider

Interactive map and/or location map

Website map

Multilinguality

Favicon (website icon)

Horizontal dropdown menu

Vertical dropdown menu

Footer navigation menu

Navigation «Breadcrumbs»

Event calendar

Regional website with a choice of countries and cities

Automatic backup (cron)

Information parsing from other sites

Survey/questioning/voting

Online cost calculator

Ability to comment

Ability to create different sections via admin panel

Email subscription module

Social networks button/repost button/share with friends button

SMS notifications to customers

**Online-store**

**Online-store functions**

Basic functions (shopping cart, personal account, registration, authorization, etc.)

SSL-certificate https

Improved store search

Store Analytics: sales history, reports, statistics

Purchase history

Product filtering

standardfiltering with SEO optimization by composite keywords

Product comparison (module and section)

Favorite products (module and section)

Product review

Product sorting by criteria (price, alphabet, newness, popularity)

Choice of displaying a list of products

Choice of the product number displayed on one page

Product stickers (new, hot, exclusive, discount, etc.)

Crossed out product prices

Several groups of products (new, sale, best-seller)

Recently viewed module

Products of the day module

Viewed products

Multicurrency

Different price and set numbers for different variants of products

Wholesale and retail prices

Flexible discount system

Automatic watermark protection for product photo

Order status tracking & order status notification via e-mail

Promotions (bonuses for different groups of buyers)

Gift certificates

Bonus points

Affiliate program

Saving products in shopping cart after leaving the site by user

Notification - Up to free shipping in the shopping cart left

Selling of non-material (electronic) products

Video instructions for managing the store

Products return module

Restricted access to product groups and age restriction

To recommend product to a friend

Tax module

Barcodes

**Product cart**

A few product photos

Zoom product photo

StandartMagnifying glass

Information about available in stock

Selling propositions (choice of color, size and so on)

Product reviews

Product rating (stars)

Video review

Files to download (licence, instructions etc.)

Product tags

Article numbers

Package products to the main: 1+2+3+4 with discount (Buy in conjunction)

Buy on credit module

Want as a gift module

Frequently bought together

Similar products

Sets

Found cheaper price?

Price reduction report

Notify when the product is in stock

**Checkout**

Checkout

StandartAs simple and convenient as possible

1-Click ordering (fast order)

Checkout as a legal entity

**Shipping options**

Courier

Pick up

Post office

Delivery company

Shipping options with online pricing function

**Payment options**

Cash on delivery

Payment by card

For entities - connection of aggregate with various payment options

For entities - cashless invoicing

For individuals - Visa, Mastercard, Maestro cards

Connection of payment options individually (for 1 pc.)

**Unloading and integration**

Unloading products in Google Merchant

Export of products and different data (csv, excel)

Product integration from store to social networks

Automatic product integration with photos from supplier from csv/excel

**Filling, posting and support**

**Filling**

Copyright (1000 signs)

Rewrite (1000 signs)

Search and displaying images (for 1 image)

Image processing and retouching (for 1 image)

Filling website pages

Content transformation from old site with saving of all positions in search engines (for 1 page)

Site localization (translation into another language for 1 page)

Translation from Russian into foreign language and vice versa (for 1000 signs)

Adding a product manually (for 1 product)

**Hosting**

Help with domain selection

Domain registration for 1 year (.com .net .org .biz .info)

Placing on the hosting for 1 month

Placing on the client's hosting and domain

**Support and maintenance (for month)**

Control over website efficiency (for 1 month)

Copywriter hourly rate

Content manager hourly rate

Designer hourly rate

Template designer hourly rate

Programmer hourly rate

Internet-marketer consultation hourly rate

SEO specialist consultation hourly rate

Protection from DDoS Attacks and Viruses for 1 month

**SEO promotion and site promotion in the top 10**

**SEO optimization (important step for site promotion in the top) - ONE-OFF**

Key words collecting, analysis of request competition, semantic core collecting

Title, Description, Keywords, H1-H6 listing

Location of unique texts for target pages (for 1 p.)

Using of normal url

Internal relinking

ATL description assignment for images

Micro-semantic destribution

Google Webmaster Tools and Google Analytics registration

Robots.txt optimization

Creating and sitemap.xml file installation for speeding-up of site page indexing

Regional site binding

Www site aggregation

Improving the speed of loading pages on a site

Checking and removing broken links and duplicate pages

**SEO promotion and site promotion in the top 10 (tariffs for 1 month)**

Working on behavior factors (for 1 month)

Building a high-quality thematic link mass in the form of thematic articles (for 1 month)

Promotion to low-frequency keywords (for 1 month)

Promotion to medium-frequency keywords (for 1 month)

Promotion to high-frequency keywords (for 1 month)

Regions are needed to be promoted in

1234CountryWorld

Market competition

LowMediumHard

**Internet advertising**

**Contextual advertising Google Ads**

Start

Standard

Premium

**Vkontakte promotion**

Selling page design

Vkontakte target advertising setup

Writing advertising posts, public collection and advertising (for 1 p.)

**Instagram promotion**

Page design

Facebook and Instagram target advertising setup

Subscribers and likes cheating

Work with bloggers (for 1 blogger)

**Additional sources of advertising**

Target advertising Facebook/Instagram

Promotion in YouTube

E-mail marketing

**Additional services**

**Website Audit**

Marketing audit

Technical audit

Usability audit

Search audit

Express-audit

Redesign of your site

Conversion marketing

Creation of marketing kit

Development of commercial proposal

Video creation (for 1 minute)

**Mobile app development**

Android

IOS (Apple)

**CRM for your business**

Implementation CRM into your business and integration with website

CRM development for your specific tasks