#  Website Design Brief

|  |  |
| --- | --- |
|  Company Name: |   |
| Contact Name: |   |
| Position: |   |
| Tel: |   |
| Mob: |   |
| Email: |   |

 **What I need:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | YES | NO |  |
| A new website |  |  |   |
| Existing website updated/refreshed |  |  |  Address is www. |

 **When I need it:**

|  |  |
| --- | --- |
| Date |   |
| Why |   |

 **Brand Overview:**

|  |  |
| --- | --- |
| What you dogeneral description of business |   |
| Who you do it forDescribe your target market in terms of age, sex, occupation, income, attitudes, characteristics, likes, dislikes |   |
| Where you do itState based, national, international focus  |   |
| How you do itRetail, Online, B2B |   |
| Who are your main competitorsList names, websites |  |
| Dynamics of the marketAny thing special about pricing, the way suppliers/ customers interact, the way the market operates |  |
| Other Comments |   |

**Project Requirements:**

|  |  |
| --- | --- |
| What will be the main purpose of your website. E.g. To inform customers of my services (a brochure style website), to generate leads, to showcase my work... |  |
| What do you want people to do once they get to your site |  |
| Please give a description of what you need us to do |   |
| What sections/pages would you like in your websiteE.g. About Us, Services, Portfolio, Resources, Links, Contact Us, Products, Case Studies, News, Testimonials, FAQs, Articles, |   |
| Roughly how many pages will your website have |   |
| If you have products, roughly how many will your website have |   |
| Which of these services/items/functions do you think you need*Please highlight in red* | THE WEBSITEBlogOnline ShopOnline Product GalleryVideo on websiteContact FormCall to action (Opt in Form)Social Media linksTestimonialClient/Sponsor LogosPDF linksRotating Banner on Home PageResponsive SiteCOPYWRITINGWritten contentEditing of copyMARKETINGSite Map creationE-newsletter template/campaignWebsite StrategyTECHNICALEmail set upSEOKeyword analysisAdvanced SEOGoogle adwordsSite maintenanceDESIGN RELATEDFinding relevant imagesNew logoBusiness Cards/brochuresPhotography |
| Other Comments |   |

**Design Requirements:**

|  |  |
| --- | --- |
| If you have a current website, what elements would you like to change or keep? Please refer to content, colours, pages, navigation etc… |   |
| Do you have any preference for colours, fonts or style ? |   |

**Reference Material:**

|  |  |
| --- | --- |
| Any websites you like and why |   |
| Any websites you dislike and why |   |
| Any other information that will be helpful to getting an accurate estimate |   |