# 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 do  general description of business |  |
| Who you do it for  Describe your target market in terms of age, sex, occupation, income, attitudes, characteristics, likes, dislikes |  |
| Where you do it  State based, national, international focus |  |
| How you do it  Retail, Online, B2B |  |
| Who are your main competitors  List names, websites |  |
| Dynamics of the market  Any 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 website  E.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 WEBSITE  Blog  Online Shop  Online Product Gallery  Video on website  Contact Form  Call to action (Opt in Form)  Social Media links  Testimonial  Client/Sponsor Logos  PDF links  Rotating Banner on Home Page  Responsive Site  COPYWRITING  Written content  Editing of copy  MARKETING  Site Map creation  E-newsletter template/campaign  Website Strategy  TECHNICAL  Email set up  SEO  Keyword analysis  Advanced SEO  Google adwords  Site maintenance  DESIGN RELATED  Finding relevant images  New logo  Business Cards/brochures  Photography |
| 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 |  |