# Organisation Name

**WEBSITE BRIEF**

# Introduction

* Introduce your organisation with a few short paragraphs or links to relevant web pages.
* Describe the products you sell or services you provide
* The size of the company - e.g. the number of employees, a rough turnover figure (There is a lot of difference between how a £10,000 company and a £1,000,000 company should look)
* Are you an international company? If so, which countries?
* How long have you been established?
* Describe the company using five or ten words   
  (e.g. young, vibrant, technology based etc.)

# The old website

* What is the URL of the old website?
* What is good about the website?
* What don’t you like about the old website? (i.e. old colour schemes, out-dated design)
* What doesn’t work with the website
* How long ago was it built? and who built it? can they be contacted?
* What levels of traffic is it currently receiving?
* What proportion of traffic is from a mobile device?
* Which countries are featuring prominently in the user stats?
* What are the top 5 web browsers and platforms (Mac/PC/Android/iOS) visiting your website?
* What is the main goal of the website? (Generate sales, generate leads, awareness?)
* How regularly do you achieve this goal? I.e how many sales/leads are generated a week or month?
* Who is responsible for updating the site & what level of web knowledge do they have?
* In order to meet your requirements, any design agency would need to know why the old site is no longer suitable, so detail anything else that could be relevant.

# The new website

You must now examine what you need from the new website.

A good starting point would be to consider the following:

* Outline the aims of the website ( e.g. to increase traffic, increase product awareness, generate more sales, offer e-commerce, advertise a new product or service)
* Who is the target audience? Has this changed from the old site? What are the demographics? (e.g. children, adults, socio-economic class, income levels, location, etc.)
* How will your target audience likely be accessing your site - via their phones, tablets or desktops?
* Is the new website part of a re-brand, or a new product launch?
* Is there other advertising taking place that the new website should tie in with?
* What are the unique selling points for your company, your products or your services?
* What industry are you aiming the website at?
* Is the market already saturated with competitors?
* List a few competitors' websites.
* For e-commerce websites, please detail who you bank with - this will be important for deciding on which payment gateway you should use.

## Budget

**Outlining your budget is very important.** Have no doubt, you will get better, more accurate quotes in response. If all of the agencies know what the budget range is and are working to the same brief, you’re likely to get very similar quotes, which is good, right? At least you can compare apples with apples.

* What is the budget for design and development of the website? (do not skip this question!)
* Is there a marketing budget to accompany the new website?
* Is there a budget for ongoing support and maintenance?
* If no, who will maintain & support the website?

## The fun bit - the look and feel of the new website

The website should be an extension of any offline media, advertising or branding that you have. It is always helpful to be provided with a brochure, some marketing literature or the annual report to help get a feel for the company, so include them with the brief.

* Please list around 5 websites that you like the look of, including brief notes on what you like about them.
* Do you have existing branding, logos and colours schemes?
* Can you provide a brand guideline

## The content of your new website

Start thinking about how you should populate your new site.

Resist the urge to duplicate your existing content in your new site - if your existing site is letting you down in some way, the chances are that the content is no longer up to scratch. Having thought about your target audience, take the opportunity to review whether your content still meets their needs.

Don’t put this off until the end of the project - start thinking now about how you’re going to produce the copy text.

* Do you have the skills & resources available to carry out a content audit of your existing website?
* Do you have the resources or skills to create and supply the text to go on the website? If the answer to these questions is no, you will need a web copywriter as well.
* Who will be responsible for generating content?
* Does your brand guidelines incorporate details on tone of voice, phraseology etc?
* Do you have any corporate images, photography or videos?
* Can you provide your logo & corporate identity pack? Ideally in a vector format such as .eps, .pdf or .psd?
* Will the website need to integrate with any other software? For example CRM systems, booking engines or payment gateways.
* Will the website integrate with social networks, if so which ones?

## Technical requirements

You should outline any special technical requirements that your company might have:

* Do you already own the domain name?
* Will you require hosting?
* Is it a web site, an app or an extranet?
* If it is an intranet, what is the environment?
* Should you be catering specifically for text only browsers, audio web browsers or Braille readers?
* Is your site likely to be targeting people with special needs or requirements? I.e. limited mobility, colour blind, deaf, learning difficulties etc.
* Considering your exiting website’s analytics - do you have a high proportion of mobile users?

## Maintenance

The ongoing maintenance of a website is an often overlooked aspect of the website's design.

* Who will be responsible for the on-going maintenance of the website?
* Do you have the skills, resources and time to maintain the website in-house?
* What happens if that member of staff leaves the company? is there a contingency?
* Would you prefer to make an arrangement with the website design/ website development company for them to handle website maintenance?

## Digital marketing

You are investing in a new website, so you want customers to see it, right? Now detail how you will promote it. An online business is no different to a traditional business, it needs marketing.

The digital marketing of a website is often overlooked when considering the website brief.

The promotion of your website, increasing visibility in search engines and generating a sense of engagement, is vitally important to it’s continued success.

There are a number digital marketing activities that you should consider:

* Social media campaigns.
* Search Engine Optimisation (SEO).
* Pay-Per-Click (PPC) and Display Network adverts (image & rich media adverts on relevant websites) - paid listings you see in search engines.
* Email marketing.
* Content marketing - i.e blogs, video content, newsletters, social media.
* Banner advertising on related websites.
* Affiliate marketing.

Your chosen activities will depend on your budget, your target market and the resources within your company to manage the activity. For example, you don’t want to run a social media campaign if your target market doesn’t use social media.

You should set the scene and outline any initial thoughts and research.

* Have you gained insight into the online habits of your target market? For example, do you know which websites they use, when they’re online and why they use the websites they use.
* What’s the product/service differentiator against your competitors?
* Have you previously run any digital marketing campaigns? i.e social media, PPC, email.
* If so, what did/didn’t work?
* Do you have any initial thoughts for digital marketing activity? If so, please detail.
* Does your organisation have the skills, resources and time to maintain the digital marketing in-house?
* What is the budget for the digital marketing launch of the website?
* What is the digital marketing budget for the next 6 months? Does this include third party costs (such as PPC) and agency fees (set up & monthly management)?

## Offline marketing

A website can also be supported by an offline marketing strategy, perhaps consider some of the following activities:

* Direct mail
* Brochures and flyers
* Outdoor advertising
* PR exercises
* Sponsorship
* Vehicle wraps

You might be thinking “why do they need to know about offline promotion?”

This is crucial if your communications are to be consistent across various channels. The decision making process is complex, people view product and services across a variety of devices and channels, at different times of the day. You need to ensure you capture their interest and engage with them at the right time, on the right channel.

## Conclusion

You should finish your website design brief with a short conclusion, outlining what you would like to receive back from the design agency. As a rule of thumb, at Method & Class we provide a full proposal, detailing how the site would be built, the layout, the proposed digital marketing activities, the costs (initial and on-going), the timescales involved and any assumptions and conditions that we have made.

Don’t forget to include timescales and be realistic; a proper proposal can take a number of days to prepare, so don’t ask for it back in 2 days time.

**Good luck with your website design brief and don't forget to include us on your list of companies to tender for the development work... :-)**

If we can help you with this, just give us a call - even if it's just to have a chat.

**Please call: 01908 886180 or email:** [info@methodandclass.com](mailto:info@methodandclass.com?subject=we've%25252520got%25252520a%25252520brief,%25252520now%25252520what?)