Website design brief

1. Company Overview

Company name:

Contact name:

Email address:

Phone number:

Existing website address:

What our business / organisation does:

Our position in the market is:

For example, are you providing a premium, middle or low cost product / service?

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brief

Our target audience(s) are:

We have the following brand assets available:

☐ Logo

☐ Imagery

☐ Brand guidelines

☐ Video

☐ Printed materials such as brochures

☐ Messages

☐ Style for copy and tone of voice

☐ Other (please specify below)

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2. Website design and function

We need our new website to:

☐ Generate leads and sales   ☐ Support our distributors

☐ Support our existing customers   ☐ Be easy to update in-house

☐ Provide online ordering or purchasing ☐ Other (please specify below)

☐ Make it easy to search our products / services

A few things we like and dislike about our existing website:

Some other websites we like (and why):

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We will get people onto our new website using:

☐ Search engines

☐ PPC adverts

☐ Social media

☐ Email marketing

☐ Offline advertising

☐ Events

☐ Other (please specify below)

Our design requirements are:

Just consider design here, function is covered later.

We'd like these pages on our new website:

You might like to use a separate spreadsheet or website map tool such as Gloomaps to create this list.

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We can provide:

- ☐ Copy
- ☐ Photography
- ☐ Videos / animation
- ☐ Logos and graphics

We'll need you to source:

- ☐ Copy
- ☐ Photography
- ☐ Videos / animation
- ☐ Logos and graphics

Our new website should include this functionality:

- ☐ Team page
- ☐ Document library
- ☐ Enquiry form (or other types of form)
- ☐ Location maps
- ☐ News / blog
- ☐ Email newsletter signup
- ☐ Trade / distributor portal
- ☐ Online product catalogue

- ☐ Online ordering
- ☐ Customer portal
- ☐ Image gallery
- ☐ Data capture and export
- ☐ Password protected areas
- ☐ Live chat
- ☐ Meets accessibility guidelines
- ☐ Other (please specify below)

Our new website needs to integrate with these systems:

If you have web links, documentation, or contact details for the systems please send details with this brief.

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3. Hosting and support

Website hosting and SSL certificate

☐ We'd like you to provide hosting + SSL

☐ We have hosting + SSL and can supply details

We'd like support with these specific things on our new website:

☐ Training on updating the website

☐ Software version and security updates

☐ Phone and email tech support

☐ Ongoing support e.g., development / bug fixes

☐ Backups and restores

☐ Uptime monitoring

☐ Specific security or compliance measures

☐ Service level agreement

☐ Performance reports

☐ Other (please specify below)

4. Budgets and timescales

Our budget for this project is:

We're asking this many agencies for proposals:

We need the website delivered by this date, for this reason:

Additional notes: