Website Brief

Project Title: [Insert name here]

<div align="right">[Organization Name]
[Date]</div>

1. Client Contact Details

[Name]
[Email address]
[Phone number]

2. Project Outline

[Why would you like a new website? What do you need a website for: traffic, sales, response rates, leads generated, online authority? Who is the target audience of the website?]

Websites you like

[Provide examples of those websites (or parts of websites) with the type of design and functionality you like ((from any industry)]

Your Current Website

What is good about your existing website?	…
What is bad about your existing website?	…
What levels of traffic is it currently receiving? If possible please provide access codes to your statistics trackers.	…
How is your website performing for your objective? (Traffic/ Sales / Response rates/ Leads generated/Reputation):	…
Which host and hosting package do you currently use?	…
Are you happy with your hosting services?	…

3. Objectives

Website architecture

Do you have a site map?	…

Number of sections:	…
Number of pages:	…
What features should your website have?	[ ] Easy–to–update for non-technical people [ ] SEO-friendly [ ] Ecommerce [ ] Newsletter [ ] Members section [ ] Email marketing [ ] Mobile-ready [ ] Photo and media galleries [ ] Feedback & contact forms [ ] Surveys [ ] Blog [Other required features]

Website design and style

[ ] Stylish
[ ] Humble
[ ] Helpful
[ ] Prestigious
[ ] Simple/Clean Slick
[ ] Approachable
[ ] High-tech
[ ] Corporate
[ ] Modern
[ ] Authoritative
[ ] Funky
[ ] Caring
[ ] Natural/Organic
[ ] Credible/Expert
[ ] Playful
[ ] Elegant
[ ] Sophisticated
[ ] Fresh
[ ] Helpful
[Other words?]

Search engines and Social Media

[List the top seven search phrases that people use (will use) to find your site]

Do you have an existing social media	…

strategy?	
Do you need help with social media profiles setup?	…
Include links to your social media profiles and other external websites linked to this project (e.g. Facebook, Twitter, YouTube)	…

Content

What types of content will be on your website – e.g. text, photos, audio, and their current format – e,g. digitized hard copy?	…
What content is now produced?	…
What new content needs to be produced?	…
Do you need assistance with producing new content?	…

4. Risks and Opportunities

List your competitors' websites and other important websites in your market/niche?	…
What are they doing well?	…
What are they doing bad?	…