## Good news!

Since I wrote this post in April 2016, the way we approach our projects has changed; to the point that I now fundamentally disagree with what I wrote only 14 months ago. We’ve found the best outcomes for projects come when we engage with our client before any sort of detailed brief has been written.

So, I just saved you several hours work!

We add value right from day one - from the very first conversation we have with you. You need us to help you create your brief, based on what you want to achieve from the project. Instead of deliberating about what you need and slaving away writing a long document, you’re better off getting in touch now so we can chat about your project in a bit more detail.

I thought about deleting the post entirely, but I know people still find it useful when they want to approach their website project the way we used to do it.

So, if you’ve been asked to put together a brief for your company’s new website, and there’s no way out of it, go ahead - knock yourself out, and feel free to use this to help you out.

But if you want to do things the most up-to-date way, get the best results and receive envious looks from your colleagues as plaudits come your way, don’t bother - pick up the [phone](https://www.tomango.co.uk/contact/) or drop us an [email](mailto:hello@tomango.co.uk) and let’s talk.

**Mark Vaesen**  
22nd June 2017

*Refer to our blog post* [*https://www.tomango.co.uk/thinks/create-website-design-brief-download-template/*](https://www.tomango.co.uk/thinks/create-website-design-brief-download-template/) *to help you use this template. Items in Italics refer to the blog post. Items in* ***red*** *are things you need to change. Everything else is suggested as a format to follow.*

**Website Design Brief for** **Your Company Name**

**Date**

**Introduction**

*(Refer to “About you” section)*

**Company Name** is looking to redesign and redevelop its website [**www.yourdomain.com**](http://www.yourdomain.com)  
*(bullet point 1)*

**Company Name** is one of the South East’s leading roofing and cladding contractors specialising in all aspects of building envelope management to commercial clients *(2).*

The company was established in 1990 *(3)* by the current management team, offering innovative flat roofing solutions for local small and medium sized businesses. By 2005, the company had established a portfolio of clients within local government, education, transport and healthcare sectors *(4).*

The company is based in **Hometown**, **County** *(5),* currently employs around 20 full time staff *(6)* and has an annual turnover of £1.4 million *(7).*

Within the next two years, **Company Name** aims to grow its turnover to £2.5 million, hitting £4 million in the next five years. We want to achieve this by winning more and larger contracts within our existing sectors *(8).*

**Project Objectives**

*(Refer to “Aims of the project” section)*

We want our website to position **Company Name** as a high quality, customer-focused, extremely capable supplier within our market-place. Search ranking is not a priority for us as most of our leads come from referral and establishing relationships, but it would be nice to increase our wider online visibility. The website must give us a professional online presence *(1).*

**Our measure of success would be:** *(2)*

1. An increase of 2 quality enquiries per month via the website
2. An increase of average page views per visit and time spent on site

**Target audience/markets**

*(Refer to ”Target audience/markets” section)*

* Local government, education, transport and healthcare sectors *(1)*
* Geographically within 1 hour’s travel by car/25 miles/50 miles from our head office *(2)*
* Current customer base is made up of local government 25%, Education 10%, Transport 30%, Healthcare 35% *(3)*
* Target customer base is local government 35%, Education 35%, Transport 15%, Healthcare 15% - we want to focus more on local government buildings and schools and universities as we have specialist experience in these sectors *(4)*
* Our ideal client would be a University, College or large Secondary school, or a local authority with multiple buildings for us to look after *(5)*

**Competitors** *(6)*

**Our nearest current competitors are:**

Competitor Company Name 1 – [www.competitor1.co.uk](http://www.competitor1.co.uk)

Competitor Company Name 2 – [www.competitor2.co.uk](http://www.competitor2.co.uk)

**We would like to compete with:**

Competitor Company Name 3 – [www.competitor3.co.uk](http://www.competitor3.co.uk)

Competitor Company Name 4 – [www.competitor4.co.uk](http://www.competitor4.co.uk)

**Call to action** *(7)*

Our goal is for visitors to the site to call us, email us, or complete an enquiry form. We need an automated response to an enquiry form to be emailed back to the customer. We would also like to build an email list, so wish to encourage users to subscribe via the website. We plan to use Mailchimp to manage our mail campaigns.

**Current website**

*(refer to “The current website” section)*

Our current website ([**www.yourdomain.com**](http://www.yourdomain.com)) was built in 2011 *(1)* and now looks out of date and no longer portrays the right image for the company*.* The site needs to reflect our good reputation for quality work and excellent customer service much better than it does *(7).*

Over the past 12 months, the site has received around 1000 visitors per month, but the year before that was getting around 1200 visitors per month *(2).* The majority of users use a desktop/laptop to view the site (around 65%), with tablet at 25% and mobile at 10%, however we have seen the percentage of tablet/phone users rise recently (was 15% and 8% in the previous year) *(3).*

We receive on average 3 good quality enquiries from the website each month*.* We feel there is potential to generate more enquiries from the site *(4).*

**What we don’t like about the current site:** (5)

* Out of date design
* Design/layout is too cluttered
* Difficult to update
* Has become unwieldy and the structure no longer works
* Not responsive for mobile and tablets
* Declining search results for some key areas of the business

**What we like about the current site:** *(6)*

* Good content (although needs reviewing)
* Blog/news section is well populated
* Performs well for search results relating to “commercial flat roofing”
* Good images of previous projects, although this section needs to be updated

**Things to retain:** *(8)*

* Enquiry form
* Images of previous projects
* All the content for the information pages
* Coverage map

**Requirements of the new site**

*(refer to “The new website” section)*

**Aims** *(1)*

* To portray the company properly, in line with our brand values
* To position us correctly in the market place alongside our competitors
* To show prospective clients examples of previous work we’ve done
* To convert visitors to an enquiry
* To generate an additional 2 quality enquiries per month
* To increase the amount of work from Local Government and Education sectors
* To effectively show the benefits of working for **Company Name**

**Scope/size of the website** *(2)*

We anticipate that the website will have around 20 pages, plus a Projects section showing 8 projects, and a blog/news section with 20 items (to be carried over from the current site).

**Features and functionality** *(3)*

* Projects/portfolio section, showing approx. 8 projects (although this will be added to in future). Each project will have up to 10 images and a description of the project
* Coverage map, showing the area we cover, and possibly showing where we’ve completed featured projects
* Blog/News section
* Enquiry form

**Updating content** *(4)*

We need to be able to update the following types of content on a regular basis in-house. We have a member of staff that has experience using WordPress, therefore it would be useful if the new website was built using WordPress or something similar *(5)*.

* Blog/news items (at least once per week)
* Projects (we may need to add one every couple of months)

Any other changes to the site will need to be carried out by our chosen agency. Please provide details of a suggested maintenance/support contract and your hourly rate.

**Call to action** *(6)*

**In order of preference**:

1. Telephone call
2. Enquiry form
3. Email enquiry
4. Email list sign up

**Integration with CRM** *(7)*

We use SalesForce CRM and would like the enquiry form to link to this system if possible, or for there to be a means of exporting data from the website and importing it into SalesForce.

Languages *(8)*

In the future, we want the website to be available in French and German. We have native French- and German-speakers within the company and they will provide the translations, however the information pages and projects pages will need to be available in these additional languages.

**Future developments**

*(refer to “Future developments” section)*

**Phase 2 developments**

In the next 6 months, we hope to start to expand into French and German markets and will be opening satellite offices in these countries *(1).*

We also plan to start selling wholesale roofing products and an ecommerce facility may be required in future. Initially, we expect to have a range of between 50-100 products *(2)*.

The part of the new website that we expect to grow the most will be the Projects and Blogs sections. We may have over 25 projects to add over the next two years, and the blog may have around 100 additional posts in the same time period. Please consider in your response how the design of the website will deal with this expansion *(3)*.

**Content**

We’re happy with most of the content on the existing site, and much of it will form the basis of the new site *(1)*, however we plan to go through all the pages and do a content audit, and reduce the copy in some sections, merge others and drop some pages altogether *(2)*.

Completely new copy will be required for around 5-10 pages, and we require the chosen supplier to provide copywriting services as part of the project. Please confirm whether this is a service that you offer, and provide a separate cost for this part of the project *(3)*.

We have high quality images for all our previous projects, and will be commissioning the same professional photographer to take images for the projects we wish to add *(4)*.

We have used a graphic designer to produce a coverage map which needs to be used on the new site. We would like a quote for producing a short, 3 minute video about the company. Please confirm whether this is a service that you offer, and provide a separate cost for this part of the project *(5)*.

**Design brief**

*(refer to “Design brief” section)*

We’re very keen for the new website to reflect **Company Name**’s brand values properly, and have compiled the following by way of a design brief.

**Company Name is** *(1)*

* Professional
* Friendly
* Accommodating
* Customer-focused
* Efficient

**USPs** *(2)*

* Our well-developed processes mean we can work efficiently and safely without disruption to the client’s day-to-day operations
* All our field staff are employed full-time; we don’t sub-contract, so we have full control over quality and customer service
* Our experience within the listed sectors gives us an advantage over more generic competitors

**Brand values** *(3)*

* Treat others as you would like to be treated
* Get it right first time
* Go the extra mile
* Look for where you can add value through your knowledge and experience
* Work efficiently and tidily

**Other branding** *(4)*

We have supplied a digital copy of our printed brochure and images of signage and vehicle livery, so you can see how our brand is currently used elsewhere. We wish to achieve a consistent look across all our marketing, of which the new website is an important part.

**Reference websites** *(5)*

**Competitors**

Competitor Company Name 3 – [www.competitor3.co.uk](http://www.competitor3.co.uk)   
Comments: We like this site because…However, we don’t like…

Competitor Company Name 4 – [www.competitor4.co.uk](http://www.competitor4.co.uk)   
Comments: We like this site because…However, we don’t like…

**Other sites**

Other Company Name 1 – [www.othercompany1.co.uk](http://www.othercompany1.co.uk)   
Comments: We like this site because…However, we don’t like…

Other Company Name 2 – [www.othercompany2.co.uk](http://www.othercompany2.co.uk)   
Comments: We like this site because…However, we don’t like…

**Marketing**

*(refer to “Marketing” section)*

**Online marketing** *(1)*

Please provide details and costs for the following ongoing services to market the website:

* SEO – we wish to appear higher up on search results for search terms relating to…
* PPC/Adwords – we are considering running a campaign for 6 month for search terms relating to…
* Social media management – our Twitter/Facebook/LinkedIn/Instagram/Google+ presence needs improving/must be integrated into the website. Please provide a quote for branding these pages/integrating a feed onto our home page
* Email marketing – please provide a quote for creating a branded template for Mailchimp, that we can re-use in future
* Content marketing – please provide a quote for creating new content to be added to the site on a regular basis…

**Other marketing** *(2)*

As part of our wider marketing strategy, we are also undertaking the following alongside the website:

* Direct mail campaigns
* Brochures, flyers, leaflets
* Outdoor advertising – signage etc.
* PR campaign
* Sponsorship
* Vehicle livery/wraps

**Re-brand** *(3)*

Our existing brand identity needs to be looked at as it was last redesigned in 2010. Please provide details of your process for creating a new brand identity, and a cost for same.

**- OR -**

We have commissioned **Design Company** to create a new brand identity and this will be ready to be rolled out across the new website.

**Timescales**

*(refer to “Budget and timescales” section)*

Our deadlines for the project are as follows *(1)*:

|  |  |
| --- | --- |
| **Agency appointed** | **DD-MM-YYYY** |
| **Project start date** | **DD-MM-YYYY** |
| **Site ready for testing/checking** | **DD-MM-YYYY** |
| **Go live** | **DD-MM-YYYY** |

**Budget** *(2)*

*(refer to “Budget and timescales” section)*

Initial site design and development - £**XXXXX**

Ongoing support and maintenance, including hosting - £**XXXX** per month/year/first 12 months

Ongoing digital marketing - £**XXXX** per month/year/first 12 months

**Maintenance of the site**

*(refer to “Maintenance” section)*

We require the chosen supplier to provide us with ongoing maintenance and support. Regular updates to content (such as Blog/News posts, and new Projects) *(2)* will be done in-house using the site’s CMS. Flexibility of the maintenance contract may be required in the event that our in-house resources are reduced *(1)*.

Initially, we will require you to be available for perhaps one hour per week to provide support to our in-house team and additional creative input where required *(3)*.

**Technical information**

*(refer to “Technical” section)*

We would like the chosen supplier to host our new website or recommend a hosting provider *(1).*

The current domain name ([**www.yourdomain.com**](http://www.yourdomain.com)) is to be used for the new site *(2)*.

Our email is looked after by **Email Supplier** and this will remain with them *(3)*.

Our preferred platform the new website is WordPress/Drupal/Joomla **– OR -** We have no preference for the platform used to build the website and welcome your recommendations *(4)*.

Our payment provider for online transactions will be SagePay/WorldPay/Stripe/PayPal **– OR -** We would welcome your recommendations for a payment provider for online transactions *(5)*.

We require the website to be built to the AAA accessibility standard **– OR -** As many of our users will be accessing the site from locations with a slow internet connection, download speed is an important factor to be taken into consideration. Please advise how you will address this issue *(6)*.

**Project Contacts**

*(refer to “Contact points” section)*

The following people will be involved in the project *(1)*:

**Theresa Green (main contact and Project Manager)** *(2)*

**Benny Factor (responsible for collating content)** *(3)*

Sign off will be required from *(4)*:

**Theresa Green (Project Manager)**

**Theo Lojan (Managing Director)**

Ongoing management of the site will be carried out by *(5)*:

**Tom O’Hawk (Website manager)**

**Required response**

*(refer to “Next steps – what you need from the agency” section)*

We would like to receive your response, in the form of a quotation/proposal *(1)*, by **Date**. Please email your quotation/proposal to [**contactname@companyname.co.uk**](mailto:contactname@companyname.co.uk)*(2)*.

**Please include proposal and costs for:**

1. Initial build of the website
2. Hosting fees
3. Ongoing maintenance arrangement
4. Ongoing digital marketing

Any questions regarding the brief can be directed to **Theresa Green**, Project Manager, by email ([theresa.green@yourdomain.co.uk](mailto:theresa.green@yourdomain.co.uk)) or by phone **01234 567890** *(3)*.