Website Design Brief

Hi there.

We hope you find this template useful, feel free to alter it to suit your needs. Change the header and footer sections to reflect your branding, add or delete sections, change to your font of choice – whatever you like.

We’ve included some prompts for the information you might want to include. Just delete these (and this welcome section) as you go through making the brief your own.

If you have any questions or need some advice, just drop us a line at [**hello@intuitiv.net**](mailto:hello@intuitiv.net) or phone **01844 858 858**.

This welcome section will self-destruct in 5 seconds…

Good luck!

Intuitiv Digital

# Date

* Date this document
* Include the version number if necessary.

# Introduction

* The agency you're approaching needs to know about your company and the background of the project.
* You should include:
  + Company name and website.
  + What you do – one or two sentences.
  + How long you’ve been trading.
  + A very brief history.
  + Where you’re based.
  + How many staff work for your business.

# Aims of the project

* Why do you want a new website?
* What are you hoping the website can do for you?
* How will you assess the project’s success?
  + SEO ranking?
  + Saving money?
  + Increase in leads?

# Target audience/markets

* What industry sectors do you work in?
* Where are your customers based? Local, nationwide, global?
* What does your customer base look like at the moment?
* What would you like your customer base to look like? More of the same or widening customer base?

# Competitors

* Nearest competitors (company names and website addresses).
* Who you’d like to compete with (company names and website addresses).

# Call to action

* Do you want visitors to:
  + Phone you?
  + Email you?
  + Complete an enquiry form?
* Would you like to:
  + Email back to the customer an automated response after they’ve submitted an enquiry form?
  + Build an email list? Encourage subscription?

# Current website

* When was your current site built?
* What *don’t* you like about your current site?
* What *do* you like about your current site?
* Does it reflect your brand? Does it represent your company well?
* Things to keep?
* Things to lose?

# Requirements of the new website

* What are the aims of the new site?
  + Increase traffic
  + Raise brand profile
  + Generate enquiries/sales
  + Move to new markets
* Scope/size of the website, number of pages etc.?
* Key features and functionality?
  + Ecommerce
  + Portfolio/case studies/gallery
  + Events calendar
  + Online bookings
  + Listings
  + Interactive map
  + Search and filters
  + Members-only areas
  + Blog or news section
  + Discussion forums
  + Current vacancies
* Updating content.
  + Do you need a Content Management System (CMS)?
  + Who will update the site? In-house or web agency?
  + Do you need different levels of authorisation/access to the CMS?
* What’s the website’s call to action (CTA)? Is there an order of preference?
  + Buy a product
  + Fill in the contact form
  + Send an email
  + Phone you
  + Email list sign up
* Are there any third-party systems your site needs to integrate with?
  + Account software?
  + Stock control?
  + CRM?
  + Existing payment gateways?
* Does your website need to be available in other languages?

# Future developments

* Any future plans that need to be considered at this point?
* Any functionality that you’d like in the future?

# Content

* What copy have you got already? Does it need an overhaul? (Hint: It probably does!).
* It’s a good idea to review all your content. What can stay and what needs to go?
* What new copy is needed? Who’s going to write it? It’s vital to invest in proper copywriting. Remember to Include appropriate keyword phrases for SEO (see marketing section further down).
* What images do you have already? Do you need new or updated photos? Will you supply images or do you need the agency to source them?

# Design brief

* List 5 words that describe your company.
* What are your unique selling points (USPs)?
* List your company or brand values.
* Provide any examples of business stationery or brochures.
* List some websites you like. This might include your competitors’ sites.
  + What do you like? Why?
  + What do you dislike? Why?
* Remember your website isn’t designed for you, it’s designed for your target audience.

# Marketing

* Are you doing any online marketing?
  + SEO
  + PPC/Adwords
  + Social media
  + Email marketing
  + Content marketing
* SEO – it’s much easier to have SEO requirements in place before work has started, rather than trying to shoehorn requirements into an existing site. An SEO audit at the start of a project can include:
  + How to structure the site.
  + What URL slugs to use.
  + What keyword phrases to target on each page.
  + What SEO targeted landing pages are required.
  + Search term volumes.
  + How your competitors are performing and why.
* Do you carry out offline marketing?
  + Direct mail
  + Brochures, flyers, leaflets
  + Outdoor advertising
  + PR campaign
  + Sponsorship

# Timescales

* It’s useful to give the agency your ideal start and finish dates. Include ideal dates for:
  + Appointing an agency.
  + Starting the project.
  + Testing the site.
  + Going live.

# Budget

* It’s really important to provide a budget from the start. Agencies can then propose realistic solutions to fit your budget and you can better compare agency responses.
* Your budget will need to cover:
  + Initial design and development.
  + Web hosting.
  + Ongoing support and maintenance.
  + SEO audits or campaigns.
  + Content population.
  + Testing.
  + Any digital marketing.
  + Project management.

# Maintenance

* What will need updating?
* How frequently?
* Who will update the site?
  + In-house?
  + Outsource to the web agency?
* How much input is needed from the agency and how often?

# Technical

* Who would you like to host your website?
* Do you have a domain name for the new site?
* Who will look after your email?
* Any preferred platform for the new website?
* Do you need/have a payment provider for online transactions?
* A high level of accessibility is becoming an important aspect of website design, so you should ask your agency to take this into account.

# Project contacts

* Who is involved with the project?
* Who is the main point of contact?
* Who’s responsible for organising content?
* Who needs to sign off at each stage?
* Who will update the site?

# Required response

* What do you want back from the agency?
  + Quotation/proposal? For which aspects of the project?
  + Pitch?
  + Examples?
* Who should they send it to?
* What date do you want it by?
* Who can be contacted if the agency has any questions?
* How many other agencies are you approaching?

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