



# WEBSITE BRIEFING DOCUMENT

This Document was Created

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# WEBSITE BRIEFING DOCUMENT

This document was created to help you and to ask the right questions when preparing to start/creating a new website or online project. You use these answers to assist you and me to supply a better service for your needs and better results for your website.

Please complete the information that is relevant to your situation.

## PROJECT OUTLINE

Full business name

Where are your customer based?

Is the website for your business or a specific product, event, service or offers. Outline what's your business about? Be specific

*eg We do \_\_\_\_\_ (the thing you do) for \_\_\_\_\_ (your target customer)*

Why do you need a new website?

Where do you want to be at the end of the project to set you up to achieve those big goals?

What does your website need to achieve: traffic, sales, response rates, leads generated, reputation?

Who is your Target Audience - Who is the website aimed at?

Why is your business, product, or services better than your competitors?

Do you have a SWOT or similar analysis framework? (Strengths, Weaknesses, Opportunities, and Threats)

- What features would you like on your website? x
- Easy to update by non-technical people x
- High google (and other searches) ranking x
- Shopping cart or other ecommerce x
- Search Engine Optimisation x
- Photo and media galleries x
- Feedback/contact forms x
- Members only section x
- Email marketing x
- Blog x

Other required Features

## WEBSITE DESIGN AND STYLE

Describe the style for your new website look and design. (Tick your option)

- Approachable
- High-tech
- Corporate
- Modern
- Authoritative
- Natural/Organic
- Credible/Expert
- Caring
- Silk
- Playful Elegant
- Sophisticated
- Fresh
- Helpful
- Stylish
- Humble
- Helpful
- Prestigious
- Simple/Clean

Other words? Add your own words

Do you have a style guide or other corporate requirements?

Yes  No

Do you have any imagery (Logo, Images needed) for your website? – Any Legal right to all materials needed?

Yes  No

Do you have colours in mind for your website?

Do you have Font style in mind for your website?

## **WEBSITE ARCHITECTURE**

Do you have a sitemap?

Yes<sub>x</sub> No<sub>x</sub>

Estimate number of pages. (List the pages)

Estimate number of sections. (List the pages)

Estimate number of categories. (List the pages)

## **SOCIAL MEDIA AND OTHER SERVICES**

Do you have any Social Media Strategy?

Yes<sub>x</sub> No<sub>x</sub>

Do you need your new social media profiles setup?

Yes<sub>x</sub> No<sub>x</sub> Not sure<sub>x</sub>

List down the Social media links and any external site that you want to be linked to your website. (eg Facebook, Twitter, Youtube, ebay, affiliates)

**CONTENT**

What types of content will be on your website - eg text, photos, audio, and their current format – eg digitised, hard copy?

What content has currently been produced?

What new content needs to be produced? (Put the topic/title)

Do you need assistance producing the new content?

Yesx Nox

Do you have any other related materials such for marketing?

## **COMPETITION**

List your competition websites and other important websites in your market/genre?

What are they doing well/bad?

Websites you like?

Provide examples of websites (links) you like the design and functionality. (from any industry)

## **DOMAIN & HOSTING**

Any domain and hosting in place? (Hosting setup should be secure, provide regular backups, and most of all provide a website that is fast.)

## **SEARCH ENGINE OPTIMISATION**

List the top 10- search terms (words or short phrases) that people will use to find your website. (this will help when creating your website)

## **ADDITIONAL INFORMATION**

### **BUDGET**

What is your budget?

### **E-COMMERCE**

How many products are you going to have? No of product

### **DEADLINE**

What is your deadline (The date the project has to finish)

All the best with the project!