# WEB DESIGN BRIEF

# BUSINESS OBJECTIVES

# What is the main objective/outcome of your project?

* What has made you want to invest in a website now?
* What challenge gave rise to you wanting a new website?
* Who is your website’s target audience?
* What are the top products/services you want sell to your customer?

# TIMELINE

* What are your deadlines?

# ABOUT YOUR BUSINESS

* What is it that you are brilliant at?
* Why should people choose you over any other similar service?
* Describe to us the very DNA, values and company mission

# NEW WEBSITE OBJECTIVES

What website development services do you need?

E.g. a brand-new first-time website/ a complete re-design of an existing website / maintenance of or small upgrades/ adding a booking system / adding a shop/ correction to an existing website?

What are the goals of the website?

E.g. improve online presence, brand awareness, generate leads call, generate enquiries, complete a transaction online, capture visitor data for email marketing, provide quality information, be perceived as an expert

How do you want people to perceive your website?

Write down 3-5 adjectives that describe how a user should perceive your site. e.g. modern, traditional, conservative, progressive, friendly

Most important message

What is the single most important takeaway you want your website visitors to experience and remember?

# TECHNICAL REQUIREMENTS

What functionality to do you need from the website?

Examples

* Booking appointments
* Accepting payments
* Online shop
* Feedback forms
* Lead pages
* CTA Button for Email (e.g. download an eguide)
* Online course
* Membership area
* Generate a quote
* News/Blog
* Social media feeds
* Discussion Forum
* Interactive Map
* Events section
* Online Bookings
* Portfolio Section
* Team Page
* Membership
* Learning Management System (online courses)

# CURRENT WEBSITE (IF APPLICABLE)

* What is good about your current website?
* What do you dislike/hate about it?
* How much traffic is your website currently receiving?
* Where are your visitors coming from?
* How many conversions are you getting from your current website in the form of inquiries, leads and sales?

# MARKETING ASSETS

* Do you have any marketing assets (e.g. photography / videos) that you want us to use on the new site? *Please insert link to photos*
* Do you have any icons that you want us to use?

# Brand

* What is your company logo?
* What are your colour preferences?
* What url do you want for your website?

# LINKS TO INSPO

* Share links to 3 website that you like the look or feel of and what you like about these sites as a design guide for the web developer.
* Share links to 3 competitors so that they can ensure differentiation from the competition.

# WEBSITE LAYOUT

If you can please plot out a round site map for your website

* What is the key information you would like to see on the Homepage?
* What Pages do you have in mind for your website? For example, a home page, products/services page, about us, contact us etc.

Example

|  |  |
| --- | --- |
| **Main Menu** | **Subpages** |
| Home | n/a |
| What We Do | 1:1 Coaching |
| Group Workshops |
| Online Courses |
| Book |
| How We Help | Anxiety |
| Divorce |
| Coping with Illness |
| Resources | Guides |
| Blog |

*You need to create content for each page to share with the developer*

# SEO

What are your search keywords? What keywords might your typical customer use when searching for your products of services?

# OTHER INFO

Share the passwords to any systems you currently have that we need to integrate on the new website:

|  |  |  |
| --- | --- | --- |
|  | LOGIN | PASSWORD |
| Current Website |  |  |
| Calendly |  |  |
| Zoom |  |  |
| Stripe |  |  |
| CRM |  |  |
|  |  |  |

# AOB