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Website Brief

Date:
Business Name:
Contact Person:
Contact Details:

Project Overview

Provide High-level project description of what you need done and why - i.e. your business objectives.

Business Background

Provide background on your business – both historical and contextual. Things like where and for how long has your business been operating, what the business is known, what is the status of the business now. Then outline the key opportunities and challenges facing the business today and how this relates to the project requirement.

Describe your Customer Proposition: Why do you exist, what is the problem you solve, how do you do this in a way that is different from your competitors, what is it that you offer? (e.g. the actual products and services).

Detail key competitors listing strengths and weaknesses plus URLs

Discuss current business website including what works, what needs to be improved and provide supporting analytics.

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New Business Website Goals and Objectives

List website goals and objectives remembering to make them SMART

Your Target Market i.e. your ideal client(s)

Describe your target market providing demographics, psychographics, motivations and pain-points.

Outline how you would like your target market to use your new website, what you want them to think and feel when using it, the key takeaway you want them to experience and remember.

Website Requirements: Pages and Features

Here you need to outline the website scope and key features – essentially what you need built. Be sure to highlight "must haves' - that is any element or functionality that is an absolute priority. See our post for some examples.

Legal and Technical Requirements

What legal and technical requirements must be built into your site. For example does it need to comply with EU cookie regulations and GDPR? Does it require any integration with third-party APIs. Do you have an existing domain and hosting provider?

Project Responsibilities

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This is where you outline who is going to do what so for example including, branding, continent development, imagery, ongoing marketing, ongoing site maintenance.

Measures of Success

How will you know when you have achieved your objectives? What will you be measuring? Some metric examples include: Google Analytics usage reports, increases in mailing list subscriptions, monthly increases in enquiries and customer survey feedback. Make your metrics SMART.

Timeline & Budget

What is the timeline for the project? Include key milestone dates e.g. kick-off, creative presentation, build, launch.

What is the budget? What does it include and what does it exclude.