

Website Design Brief

Read through the form and consider your responses before starting. Take the time to answer these questions as fully as you possibly can. This stage is important; the more complete the answers the better the finished job and the less time it takes me, which is likely to mean a lower fee. There's a section at the end specifically about your business, which you'll also need to complete.

Name	Phone Numbers
Business Name	Email
Deadline(s)	Job Number (internal use only)
Domain Name(s)	
Company/Business - description and background (what the company does, how long it's been in business, major events and changes.	
Business 12 month Goals (increase sales, change branding, expand network etc.)	

<p>Online Business 12 month Goals (traffic, sales, branding, corporate image etc.)</p>	
<p>Describe your current customers (income, age, education, occupation, culture, gender, needs, dreams, desires, pain points etc.</p>	
<p>Is there another market sector you'd like to target? Describe the market and the demographic of the potential customers.</p>	
<p>Product/Service (describe in detail focusing on what's unique about it and explaining why your customers buy from you).</p>	
<p>Customer Survey Feedback (enter any responses and data gathered from customers about why they do / don't buy from you).</p>	



<p>Keywords (list any existing or new keywords you've identified).</p>	
<p>Key Message (describe the most important overall message and impression you want to convey to site visitors).</p>	
<p>Purpose and Actions (what actions would you like visitors to your website to take?)</p>	
<p>Competition (list all competitors in order of importance, describe their strategy and how you might learn from it, improve, adapt and adopt it)</p>	
<p>Existing Website what works well and why?</p>	
<p>Existing Website what does NOT work well and why?</p>	

<p>Describe your website customers (income, age, education, culture, gender, needs, dreams, desires, pain points etc.)</p>	
<p>Website Identity/Style (describe the visual style and impression you need, and explain why. Use adjectives: e.g. modern, serious, fun, young, elegant, earthy etc.)</p>	
<p>Is there an existing Style Guide? Provide details, if no, complete 4 sections below</p>	
<p>Colours to be used (list any required colours used in your logo, branding etc).</p>	<p>RGB # CMYK HSB</p>
<p>Visual Material to be used (photos, vector graphics, slideshow, video etc.).</p>	
<p>Calculators or other dynamic content</p>	



<p>Fonts and typographic guidelines</p>	
<p>Other Features (list all the features you'd like on the site not already listed above—responsive design, blog, questionnaires, online chat, slide show, explainer video, podcast, shopping cart, membership wall, subscribe option, animation etc.).</p>	
<p>Current Marketing (describe your current active marketing strategy with examples if possible).</p>	

<p>Social Media (describe your current active marketing strategy and add url's to pages)</p>	
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Your Business

Describe your business focusing on what you produce and deliver for your customers.

Consider the benefits of the features identified above and explain what problems they solve for your customers. What customer-need do they fulfil?

What sets you apart from your competitors. What is your USP?

Is yours a niche market and if so, what is it?

What is your customer profile? Consider age, gender, family size, education, occupation, income level, cultural background, needs, dreams, desires, pain points etc.

If you have existing branding copy, headlines, slogans etc., what do you want to keep, and why?



If you have existing branding copy, headlines, slogans etc., what DON'T you want to keep, and why?

Who are your competitors and why? Include links.

Which of your competitors do you follow and aspire to, and why?

What's your vision for your business over the short to medium term?

Attach or include below examples or reference to anything that's guided and inspired you in your business. Include books, photos, images, movies, video, personal experiences or stories, etc. Anything!

Other notes

