Website Brief

Organization _____ **Contact** _____

Current website _____ **Date** _____

1. About us

[What the business does, who it serves and what makes it different.]

2. Project goals

1. [e.g. Generate more quote requests]
2. [e.g. Let customers book online]
3. [e.g. Look more professional than competitors]

How we'll measure success _____

3. Audience

Primary visitors _____

What they need to do on the site _____

Devices they use _____

4. Pages (sitemap)

- ☐ Home
- ☐ About
- ☐ Services / products
- ☐ Pricing
- ☐ Portfolio / case studies
- ☐ Blog
- ☐ FAQ
- ☐ Contact
- ☐ Privacy policy
- ☐ _____
- ☐ _____
- ☐ _____

5. Features

- ☐ Contact form
- ☐ Online booking
- ☐ E-commerce / payments
- ☐ Newsletter sign-up
- ☐ Blog / CMS editing
- ☐ Search
- ☐ Live chat
- ☐ Multilingual
- ☐ Accessibility (WCAG 2.1 AA)
- ☐ Analytics

6. Content

Who provides copy _____

Who provides photos _____

Existing content to migrate _____

7. Look and feel

Brand guidelines available?

Websites we like (and why)

Websites we don't like

Three words for the feel

8. Technical

Preferred platform [WordPress / Shopify / Squarespace / custom]

Domain and hosting

Integrations [CRM, email, booking, payments]

9. Budget and timeline

Budget range $

Launch date

Key deadlines

Decision maker