

Website brief

Your business

A couple of sentences about your business: What is the service/product you provide?:

Are you an international company? If so, which countries?:

How long have you been established?:

Describe the business using five or ten words (e.g. young, vibrant, technology based etc.):

Do you already have a "brand" - logo, brand colours, company imagery?

Your future website

Outline the aims of the website (e.g. to increase traffic, increase product awareness, generate more sales, offer e-commerce, advertise a new product or service):

Who is the target audience? What are the demographics (e.g. children, adults, location, etc.)

How will your target audience be accessing your site – via their phones, tablets or desktops?

Is the new website part of a re-brand, or a new product launch?

Is there other advertising taking place that the new website should tie in with?

What are the unique selling points for your business, your products or your services?

What industry are you aiming the website at?

List a few competitors' websites.

Do you already have a website domain name?:

Do you have hosting already? If so with who?

Do you have an idea of what pages you need. E.g. Home, About, Contact etc?

Do you have any special requirements? Please provide details E.g. Shop, Blog, Database etc?