

Web Design Brief

Your Project Title Here

Prepared By: Your Name

Prepared On: xx/xx/xx

1) Business overview

Information about your business and what kind of website you need.

Business name

What sector are you in and what does your company do?

Is this a website redesign project or a new website?
(if redesign, include your URL)

What sort of website do you require?
(Brochure, Service Websites, Portfolio, Corporate, Business Websites, Blogs, Landing Pages, Classifieds, Dating Websites or E-commerce)

What makes your business unique?

Why do your customers choose you instead of your competitors?

What's wrong with your current website?

Is it not generating enough enquiries, selling enough products or difficult to manage?

Have clients/customers mentioned problems with it too?

2) Objectives

Help us understand what will make your project a success and what you are looking to achieve.

Write your “goal statement”

For example: *“We need a new website that acts as a showcase for our business, allowing people to view information about the services we offer and how the quality of the service we provide is above and beyond what our competitors provide.”*

3) Your Target Audience / Market

Help us understand your audience. After all, your website is for them (not you).

What problem(s) are your customers/clients looking to solve?

What gender are your customers?

What age are they?

Where do they live?

Are they married, single? Do they have children?

What hobbies do they have?

What memberships do they subscribe to? (E.g. Netflix, Gym, Golf Club)

What newspapers / magazines do they read? And where do they shop?

For example: Financial Times, The Guardian, GQ, Okay / Tesco, Waitrose, Sainsburys, LIDL

Write websites do they frequently visit?

For example: BBC, Amazon, Facebook, Instagram YouTube, DailyMail, Rightmove, LinkedIn)

4) The Problem You Are Facing

Lean into the problems your business is facing so we can recommend solutions.

What is the main problem(s) your business is facing right now?

5) Your Competitors

Help us understand who your main competitors are.

Who are your top 3 competitors? List them and their websites below:

Are there things your competitors are doing well? What are they?

Are there things your competitors are doing badly? What are they?

Do you feel your business needs to *stand out* or *fit in* within the marketplace?

6) Project Timescales

A simple bespoke brochure website designed from the ground up generally takes 3-10 days to complete. An E-commerce website around 5-20 days.

When are you looking to launch your new website?

Have you selected this date / timescale for a reason?

Is there an event / product launch / something else that coincides with this date?

7) Project Budget

Disclosing your budget allows us to recommend the best solution for your needs as there are many ways to build a website.

What is your budget for this project?

8)Project-Specifics

Information specifically related to your new website.

a) What features or functionality does your new website require?

For example; a payment system,a booking system, live chat, availability calendar, online courses, event tickets etc etc

b) What pages/sections/categories will your new website need?

Brochure site example: Home - About - Services - Blog - Contact

E-commerce: Home - About - Shop Category 1 - Shop Category 2 - Blog - Contact

c) What are your content requirements?

Have you already written content for your new website? If you have an existing website can content be taken from that, or are you looking to rework/improve it? If you have materials for the website - texts, photos, descriptions, videos, price lists, etc., you can send them to us by **Email gefero.services@gmail.com, WhatsApp +12176265457(USA & Worldwide) or +14504261085(Canada & Worldwide) or Telegram: @webdevelopEU**

d) How will you encourage people to take action on your website?

Will you ask people to “Schedule a call”, “Book a consultation” or “Talk to us” when asking them to take action on your website?

e) What websites do you like and/or dislike and why?

Letting us know what website designs you like and dislike helps us get a feel for the style you would like to emulate with your new website.

f) Digital marketing and SEO (search engine optimisation) requirements

Once your website has launched, are you looking to use digital marketing to drive traffic to it, and/or search engine optimisation so it ranks higher on Google?

g) Domain name and hosting

You need to order a domain for your personal data, because the site will be completely your property. For example, here: [joker.com](#)(USA, UK, Germany, Europe &

Worldwide) namecheap.com (USA, UK, Germany, Europe, Australia, Canada & Worldwide) canspace.ca (Canada only) * without hosting. We do not charge a monthly lifetime fee to use the site. The website is developed on your domain and is entirely yours. For more information on how to order a domain using your data and change DNS, follow the link - <https://topwebcoder.com/how-to-order/> or download our pdf file – <https://topwebcoder.com/domain.pdf>

h) Ongoing website maintenance

Are you looking for help adding new content to your website once it has launched? Or will you handle this yourself?

i) Website analytics and tracking

If you have an existing website, are you using Google Analytics, Google Tag Manager or any other tracking software currently?

9) Contact Information

Assigning one point of contact for your web design project will mean it runs much smoother.

Who will be your project's main point of contact?

Include their name, email and phone number:

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Completed this document?

Please save and send the Word Document to us via email:

gefero.services@gmail.com

We would be delighted to prepare a proposal for your consideration and we look forward to hopefully working with you on your project.

YOU CAN ADD MORE INFORMATION HERE