**WEBSITE BRIEF**

[Organization Name]  
[Date]

**Project Title:** [Insert name here]

1. **Client Contact Details**

* [Name]
* [Email address]
* [Phone number]

1. **Budget & Timing:**

…

1. **Project Outline**

[Why would you like a new website? What do you need a website for: traffic, sales, response rates, leads generated, online authority? Who is the target audience of the website?]

1. **Websites you like**

[Provide examples of those websites (or parts of websites) with the type of design and functionality you like ((from any industry)]

1. **Your Current Website**

|  |  |
| --- | --- |
| What is good about your existing website? | … |
| What is bad about your existing website? | … |
| What levels of traffic is it currently receiving? If possible please provide access codes to your statistics trackers. | … |
| How is your website performing for your objective? (Traffic/ Sales / Response rates/ Leads generated/Reputation): | … |
| Which host and hosting package do you currently use? | … |
| Are you happy with your hosting services? | … |

1. **Website architecture**

|  |  |
| --- | --- |
| Do you have a site map? | … |
| Number of sections: | … |
| Number of pages: | … |
| What features should your website have? | [ ] Easy–to–update for non-technical people  [ ] SEO-friendly  [ ] Ecommerce  [ ] Newsletter  [ ] Members section  [ ] Email marketing  [ ] Mobile-ready  [ ] Photo and media galleries  [ ] Feedback & contact forms  [ ] Surveys  [ ] Blog  [Other required features] |

1. **Website design and style**

[ ] Stylish   
[ ] Humble

[ ] Helpful

[ ] Prestigious

[ ] Simple/Clean Slick

[ ] Approachable

[ ] High-tech

[ ] Corporate

[ ] Modern

[ ] Authoritative

[ ] Funky

[ ] Caring

[ ] Natural/Organic

[ ] Credible/Expert

[ ] Playful

[ ] Elegant

[ ] Sophisticated

[ ] Fresh

[ ] Helpful

[Other words?]

1. **Search engines**

[List the top seven search phrases that people use (will use) to find your site]

1. **Social Media**

|  |  |
| --- | --- |
| Do you have an existing social media strategy? | … |
| Do you need help with social media profiles setup? | … |
| Include links to your social media profiles and other external websites linked to this project (e.g. Facebook, Twitter, YouTube) | … |

1. **Content**

|  |  |
| --- | --- |
| What types of content will be on your website – e.g. text, photos, audio, and their current format – e,g. digitized hard copy? | … |
| What content is now produced? | … |
| What new content needs to be produced? | … |
| Do you need assistance with producing new content? | … |

1. **Competition and Niche**

|  |  |
| --- | --- |
| List your competitors’ websites and other important websites in your market/niche? | … |
| What are they doing well? | … |
| What are they doing bad? | … |

1. **Any Other Comments?**

**…**