

Website Brief

Background to the business

Explain who you are and what you do.

What are we looking for?

Are you looking for build and design? Do you need someone to help with copy? Think about what help you need to complete the project.

Requirement for a new website

Why do you need a website? Or new website? Have you specific requirements?

Domain name for new site

Do you have this or are you looking for help and advice in buying the right one? Likewise where will the website be hosted? Are you looking for hosting services as well?

Objectives, content and feel

Clearly state what you need the website to do, i.e. generate leads, convert sales, have a client log-in area – what's your vision with it

Design constraints

Do you have brand guidelines to follow, what do you like / don't like ?

Content Management System and website management

Do you require a usable content management system. Ask the company to include detail on this and how it would work and also what ongoing maintenance would cost.

Usability / Responsive Design

The new site must be desktop, tablet and mobile friendly. It must work with the latest versions of today's widely used browsers (Chrome, Firefox, IE, Safari et al) and exhibit an appropriate level of backwards compatibility.

Search Engine Optimization

The new site must be built inline with generally accepted SEO principles. The emphasis should be on indexable content. The site should be sensibly structured and easily crawlable. Pages should feature appropriate title tags and meta descriptions. Images should have ALT attributes.

We would expect our web partner to help us do further keyword research and to conclude on any keywords that are to be targeted and the impact of this for our copy for the site.

Google Analytics / Google Webmaster Tools

Ensure that if you have historic Google Analytics they are carried over, or if new set up from scratch and all pages are tagged. Also recommended to link Google Webmaster Tools should also be linked to the site.

Working in partnership

Who is responsible for overall project management. Who will provide timeline and do copy?

Budget

Always a good idea to give an idea of budget. Or at least indicate your expectations of what that might be.

Next steps / timescales

What timescales are you working to? When do you want the site live? If a competitive pitch what are the timescales for this?