

## Website Design & Development Brief

### Introduction

Give us a bit of context about your business or organisation, its history and future plans. When did you start? How big is the team? What is your turnover? Where are you based? Which markets do you operate in?

### USPs

What is your USP? What makes you different from your competitors? Why would someone purchase your products over theirs?

### Target market & personas

Who is your target market? Are you primarily B2B or B2C? Within this, who are your key user/buyer personas?

### Customer problem

What problems do your customers face, and how do you solve them?

## Competitors

Who are your main competitors? Please link to their sites. What do you like about what they do? What do you not like? This might be competitors you compete with now, and those you plan to start competing with.

## Project drivers

Why does this project need to happen?

## Current site

Tell us about your current site. How old is it? What works? What doesn't? Do you know much about how much traffic it gets, how it performs etc?

## Objectives

What are you looking to achieve from this project?

## Measuring success

If we achieved the objectives, how would this look? Are there KPIs we can measure? E.g. more sales qualified leads through the site, higher time on site, lower bounce rate etc.

## Sitemap

Do you have an indication of what pages or sections the site may be made up of? We would typically help to define this, but it's good to know if you have any early stage ideas.

## Content

Do you envisage the content on the site remaining the same as the existing site? Or would you be refreshing it entirely? Would you be rewriting copy yourselves, or look for us to help with this?

## Imagery / Video

Do you have existing imagery / video?

## Design brief

Do you have brand guidelines you can share with us? What are your brand values? Do you have a preference on how the site should feel aesthetically? Link us to any sites you really like.

## Key features & functionality

Are there any more technical features or functionalities that your site needs to have? Do these exist on your current site already? E.g. marketing automation integration, CRM integrations, newsletter list integration, login areas, restricted content access, multilingual support, advanced analytics setups etc

## CMS flexibility

How flexible do you need the content management system to be? Do you plan to be adding and managing lots of content moving forwards?

## Future work

Do you foresee any future iterations or versions of the project being developed and evolved after the initial launch?

## Wider context

Tell us about your wider marketing and digital marketing activities. Do you do another other marketing, content, SEO, PPC etc? Do you work with other agencies for this? Do you have other websites in your digital estate? What does your internal marketing team look like?

## Project stakeholders

Who are the main project stakeholders? Who will 'own' the project, and who else is involved in initial procurement and then sign off during the project?

## Hosting

Who do you host with currently? Do you intend to stick with them, or have any specific requirements here?

## Maintenance & Support

Will you be looking for maintenance and support to look after the project moving forwards? And retained time to keep optimising and evolving the project?

## Timelines

Do you have a timeline to appoint an agency? Start the project? And to launch the project?

## Budgets

What is the budget allocated for the project?

N/A

## Next steps

Please let us know anything specific you would like us to provide you in response to your brief, and the process you are looking to go through next - how will you be shortlisting and eventually selecting an agency?