

## Website Design Brief

**Date:**

**Business Name:**

**Address:**

**Telephone Number:**

**Email:**

**Contact Name:**

**Current Web Address** *(If you have one):*

**Do you have a LOGO ?**

## Introduction

**Brief Description Of The Business**

*(Who you are, what you do, why clients should use you)*

## Requirements

### What do you require ?

*First website, an update of current site or a new replacement for current site.*

## Type Of Web Site

**Single Page Site** *(That we will maintain for you)*

**Brochure Site** *(That we will maintain for you)*

**CMS** *(A site you can update and maintain yourself)*

**eCommerce** *(A site to sell products online)*

## Your Target Audience

### Where are your prospective clients based ?

*(i.e locally: town, county or area, or throughout the UK or globally)*

## Competitors *(6)*

### Our main current competitors are:

Competitor Company Name 1 :

Web Address 1:

Competitor Company Name 2 :

Web Address 2:

## Site Map

Detail the pages you believe you will require

**HOME** YES / NO

**ABOUT US** YES / NO

**SERVICES / PRODUCT PAGES** *(How many ?)*

**NEWS BLOG**

**GALLERY**

**CONTACT US PAGE** YES / NO

**Address ?** YES / NO

**Map** *(Of how to find you) ?* YES / NO

**Contact Form ?** YES / NO

**ECOMMERCE**

**Number of Products**

**Number of Categories**

**Payment Provider required other than PAYPAL**

**LIST OTHER PAGES REQUIRED**

## Additional Requirements

### Social Media

Add links to social media pages ?	YES / NO
Add SHARE buttons ?	YES / NO
Facebook Feed ( <i>Show latest posts of the site</i> )	YES / NO
Twitter Feed ( <i>Show latest posts of the site</i> )	YES / NO
INSTAGRAM Feed ( <i>Show latest posts of the site</i> )	YES / NO

### Newsletters

Do you need a subscribe to a digital newsletter option ?	YES / NO
Which Newsletter supplier are you using ? ( <i>i.e. Mailchimp</i> )	

### Extras

<b>Online Booking</b>	YES / NO
<i>For hotel rooms, B&amp;Bs, Guest houses etc</i>	

### Special Requirements

*Please Detail*

## Other Marketing Requirements

Do you require any of the following

Business Cards	YES / NO
Brochures, flyers, leaflets	YES / NO
Outdoor advertising – signage etc.	YES / NO
Vehicle livery/wraps	YES / NO

## **Timescales**

Do you have a required timescale for the project to be completed in ?

YES / NO

What is the Time Scale ?

## **Budget**

If you are on a budget please indicate so we can advise on how we can tailor your requirement to suit.