



# WEBSITE BRIEF TEMPLATE

COMPANY NAME

Lorem ipsum

.....

MAIN CONTACT NAME

.....

EMAIL ADDRESS OF MAIN CONTACT

.....

PHONE NUMBER OF MAIN CONTACT

.....

## **BUSINESS OVERVIEW**

*First, give us a bit of background on your business.*

WHO ARE YOU?

.....

HOW BIG AN ORGANISATION ARE YOU?

.....

WHERE ARE YOU BASED?

.....

WHAT DO YOU DO?

.....

WHAT PRODUCTS OR SERVICES DO YOU PROVIDE?

.....

HOW MANY PRODUCTS OR SERVICES DO YOU PROVIDE?

.....

HOW, WHY AND WHEN DID THE COMPANY GET STARTED?

.....

WHAT ARE YOUR COMPANY VALUES?

.....

## **BUDGET AND TIMESCALES**

*Please give us a rough budget and preferred website deadline. This info helps us come up with a realistic and reliable plan for your website.*

WHAT IS YOUR BUDGET FOR THIS PROJECT?

.....

WHEN WOULD YOU LIKE YOUR WEBSITE TO GO LIVE?

.....

## **YOUR CURRENT WEBSITE**

*If you have an existing website, you can tell us all about it here.*

DO YOU HAVE AN EXISTING WEBSITE? IF SO, PLEASE PROVIDE A LINK HERE.

.....

IS YOUR WEBSITE CONTENT UP-TO-DATE? DO YOU STILL OFFER THE SAME PRODUCTS/SERVICES?

.....

DO YOU WANT TO ADD OR REMOVE ANY PAGES OR SECTIONS?

.....

WHAT DO YOU LIKE ABOUT YOUR WEBSITE? WHAT WORKS WELL?  
WHICH FEATURES AND FUNCTIONALITY WOULD YOU LIKE TO KEEP?

.....

WHAT DO YOU DISLIKE ABOUT YOUR WEBSITE? WHAT DOESN'T WORK WELL?  
WHICH FEATURES AND FUNCTIONALITY DO YOU WANT TO SCRAP?

.....

## WEBSITE STRUCTURE AND CONTENT

*We can help you create a website structure and content. But if you already have these things in place, just let us know.*

APPROXIMATELY HOW MANY PAGES WILL YOUR WEBSITE HAVE?

.....

DO YOU HAVE A STRUCTURE IN PLACE OR DO YOU NEED HELP WITH THIS?

.....

DO YOU HAVE WEBSITE  
COPY (TEXT)?

Yes / No

.....

DO YOU HAVE WEBSITE  
PHOTOGRAPHS?

Yes / No

.....

DO YOU HAVE WEBSITE  
VIDEOS?

Yes / No

.....

## YOUR TARGET AUDIENCE

*We'll build your new website with your target audience in mind. But first, we need to hear all about them. If you have market research and customer personas to share with us, that's great! If not, just answer these questions...*

WHO ARE YOUR TARGET AUDIENCE? IF POSSIBLE, PROVIDE INFORMATION ON THEIR

Age, Gender

.....

**For example:** Age, Gender, Level of education, Occupation, Marital status, Location, Personality traits, Preferred devices, Preferred platforms

WHAT CHALLENGES DOES YOUR TARGET AUDIENCE FACE? WHAT GOALS ARE THEY TRYING TO ACHIEVE?

.....

WHY WOULD A TARGET CUSTOMER DECIDE TO VISIT YOUR WEBSITE?

.....

HOW WILL YOUR BUSINESS AND WEBSITE HELP THEM TO OVERCOME CHALLENGES AND ACHIEVE GOALS?

.....

## **YOUR COMPETITORS**

*The right website design and functionality help you outshine the competition. So tell us about your biggest competitors, their strengths and their weaknesses.*

WHO ARE YOUR MAIN COMPETITORS? (PLEASE SHARE LINKS TO THEIR WEBSITES.)

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WHAT ARE THEIR STRENGTHS AND WEAKNESSES?

.....

WHAT ARE YOUR USPS? WHAT SETS YOU APART FROM YOUR COMPETITORS?

.....

## **BUSINESS AND WEBSITE GOALS**

*Now let's delve a little deeper into what you want your website to do for your business.*

DO YOU WANT TO REPLACE AN EXISTING WEBSITE OR CREATE A NEW WEBSITE FROM SCRATCH?

.....

WHAT BUSINESS GOALS SHOULD YOUR WEBSITE HELP YOU ACHIEVE?

.....

**For example:** do you want to generate leads and enquiries, make ecommerce sales or become a key source of information?

WHERE DO YOU SEE YOUR BUSINESS IN FIVE YEARS? WHAT FEATURES AND FUNCTIONALITY DO YOU THINK YOUR WEBSITE WILL NEED AT THIS POINT?

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## **WEBSITES YOU LIKE AND DISLIKE**

*Here you can tell us about any websites you particularly like or dislike. These websites don't have to relate to your industry. They just need to have design features or functionality you want to include or avoid.*

WHAT DO YOU LIKE AND DISLIKE ABOUT THESE WEBSITES? (PLEASE PROVIDE LINKS.)

.....

IS THERE ANYTHING SPECIFIC YOU'D LIKE TO INCLUDE AS PART OF YOUR WEBSITE?

.....

## **BRANDING**

*Now, let's talk branding. We can help you create a visual brand identity. But if you've already decided on logos, colours, fonts and imagery for your brand, let us know here.*

ARE YOU HAPPY WITH YOUR BRAND IDENTITY? OR IS IT IN NEED OF A REFRESH?

.....

IF YOU HAVE BRAND GUIDELINES, PLEASE ADD A DOC AS AN EMAIL ATTACHMENT OR INCLUDE A LINK.

.....

## MUST-HAVE FUNCTIONALITY

*Every website is different. So tell us about the essential functionality you want for your website.*

WHAT BUSINESS GOALS SHOULD YOUR WEBSITE HELP YOU ACHIEVE?

.....  
**This may include:** Integration with third-party systems, like databases, An online payment gateway, Multiple languages Data exporting, A preferred content management system (CMS), A preferred payment gateway, Downloadable resources, Email marketing

## HOSTING AND MAINTENANCE

*All Radical websites come with a user-friendly content management system. That means you should find it easy to add new content.*

*However, if you're not particularly techy — and you don't have tech support in-house — you may like to sign up for ongoing support.*

HAVE YOU ALREADY SET UP A DOMAIN AND A HOSTING PROVIDER? OR DO YOU NEED HELP WITH THIS?

.....  
DO YOU HAVE IN-HOUSE TECH SUPPORT? OR WILL YOU NEED ONGOING WEBSITE SUPPORT?

.....  
WOULD YOU LIKE HELP WITH ANY OF THE FOLLOWING?

.....  
**For example:** Website updates and maintenance, SEO, Analytics and website optimisation, Content writing, Website security and backups, Ongoing website management

## WHAT'S NEXT?

### GOOD WORK!

You've completed your website brief. Remember, the more info you can give us, the more accurate your quote and timescales will be.

### ALL DONE?

Then just save and send your brief to us at [hello@radical.agency](mailto:hello@radical.agency). We'll be in touch very soon with a proposal.

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And if you're unsure about any aspect of the brief — or the web design and development process — just [get in touch with our friendly team](#). We'll be more than happy to help.