How to plan
your website brief

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Est. 2004

Clearly define the purpose of the website:

What do you want the website to achieve? Do you want to generate leads, sell products, provide information, or all of the above?

Identify your target audience: Who is the website for? What are their needs and goals?

Determine the content and features: What information and functionality do you want to include on the website?
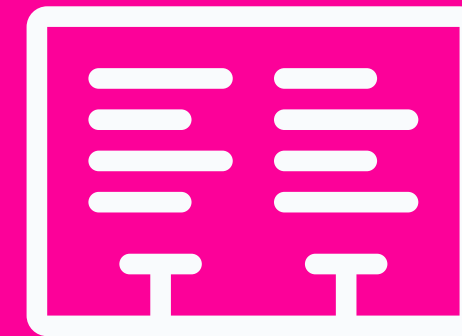
Determine the content and features:

What information and functionality do you want to include on the website?
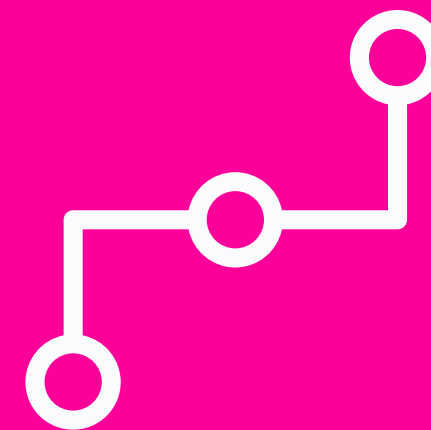
Will you want videos?

Define the look and feel:

What is the desired style and aesthetic for the website?

How will the content be arranged on each page?

5 · Budget

Specify the budget and timeline:

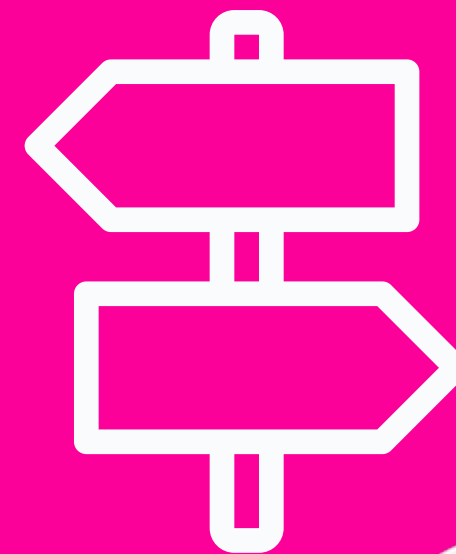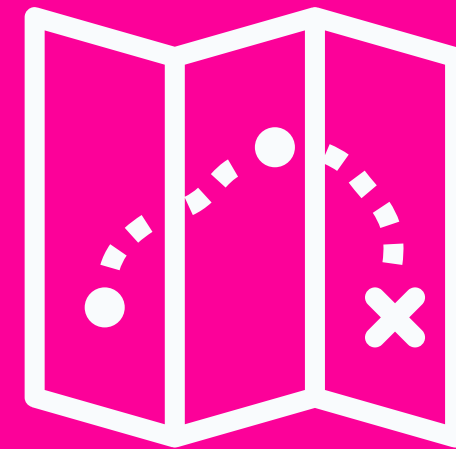How much are you willing to spend on the website and when do you need it to be completed?
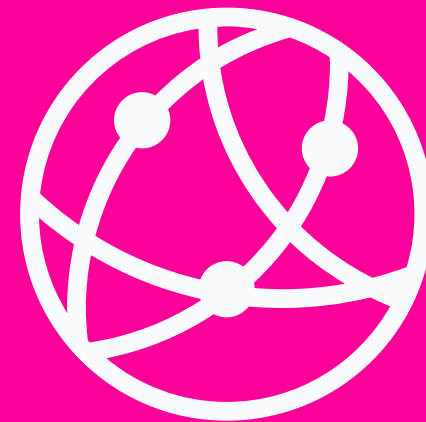
Outline the navigation and organisation:

How do you want the website to be structured and how should users be able to move around the site?

Consider search engine optimisation (SEO):

How do you want the website to rank in search engines and what keywords do you want to target?

Define the call-to-action (CTA):

What do you want users to do on the website and how do you want to encourage them to take action?

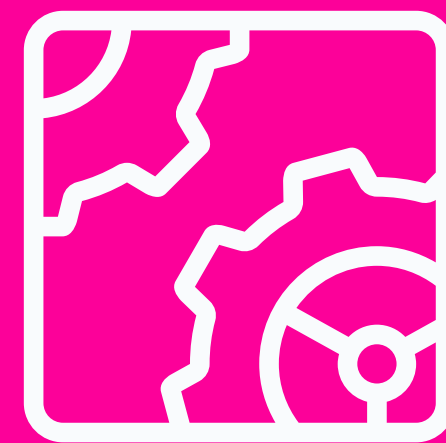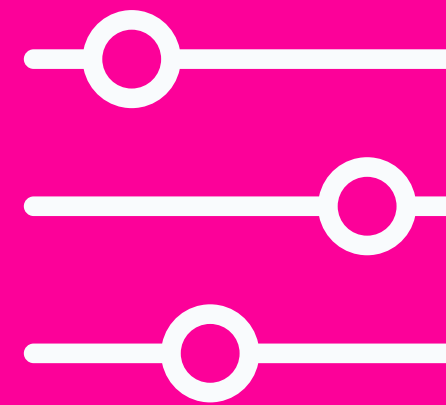**Determine the technical requirements:**

What technologies and platforms do you want to use for the website or want to integrate with?

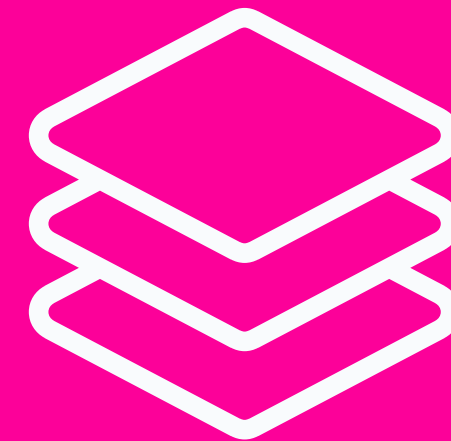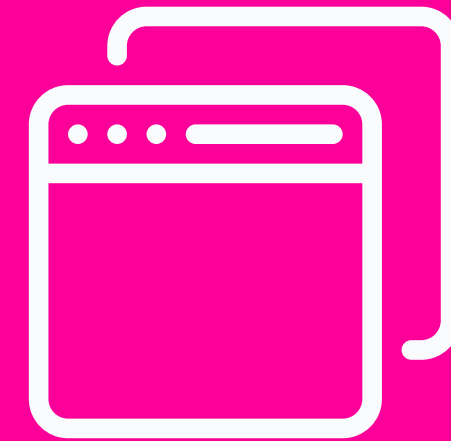**Include any additional details:**

Is there anything else that you think is important for the website design & development team to know?

Share as much detail as possible.

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Any questions?

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Get in touch:

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web design

e-commerce

branding

print

SEO