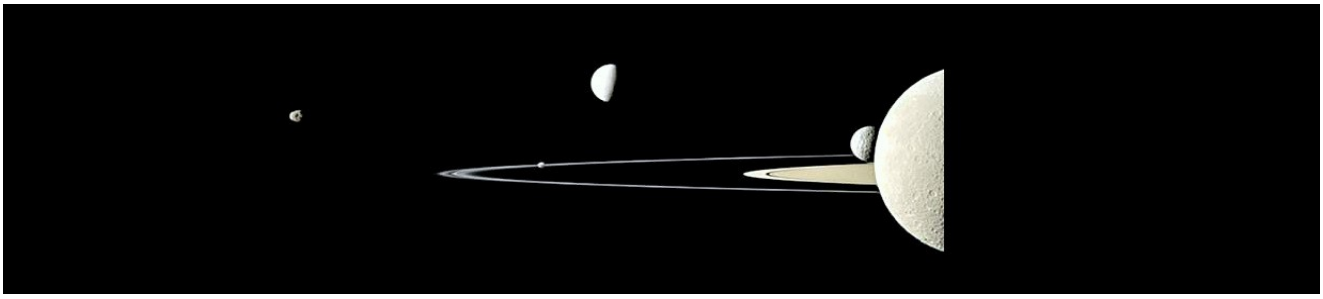

Website Development Brief

	Your company:	
1.1	What is the name of your company? Does this name have a full and short variant? Does it have any other language versions? If you have a ready motto or a slogan, please mention them.	
1.2	Your company e-mail?	
1.3	Is your company big, medium or small? How many employees does it have? When was it established?	
1.4	Are you an international company? If so, in which countries do you operate?	
1.5	Please name a few of your competitors?	
1.6	How do you differ from your competitors?	
1.7	Describe your company in a few words.	

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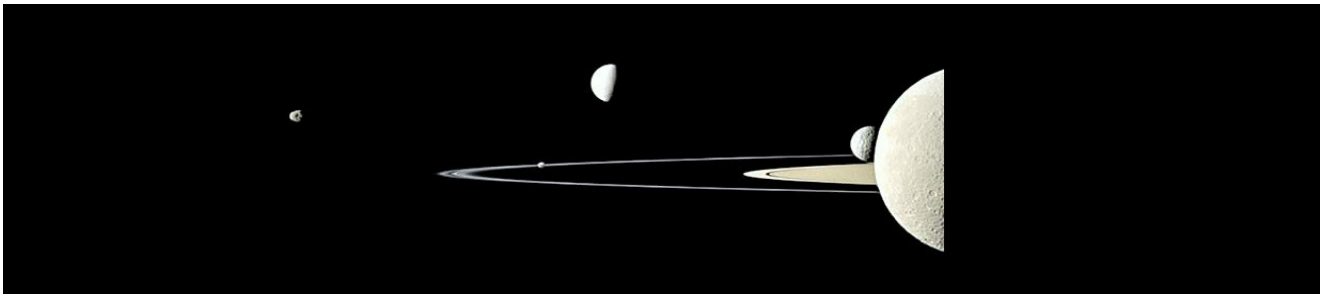

Website Development Brief

2.	**Your new web-site:**	
2.1	Why do you need a new website? Outline the aims of the website (e.g. to increase traffic, increase product awareness, generate more sales, offer e-commerce, advertise a new product or service)	
2.2	What other websites do you like and what is it you like about them?	
2.3	What are your long term plans for the site?	
2.4	Reference websites – provide 3-5 examples of websites you either like or those of your competitors.	
2.5	What do you want your customers to do in the site? E.g. to log in, to create personal profiles, to connect with another app or website?	
2.6	Do you need a domain name for your website?	
2.7	Do you require hosting for the website and emails?	

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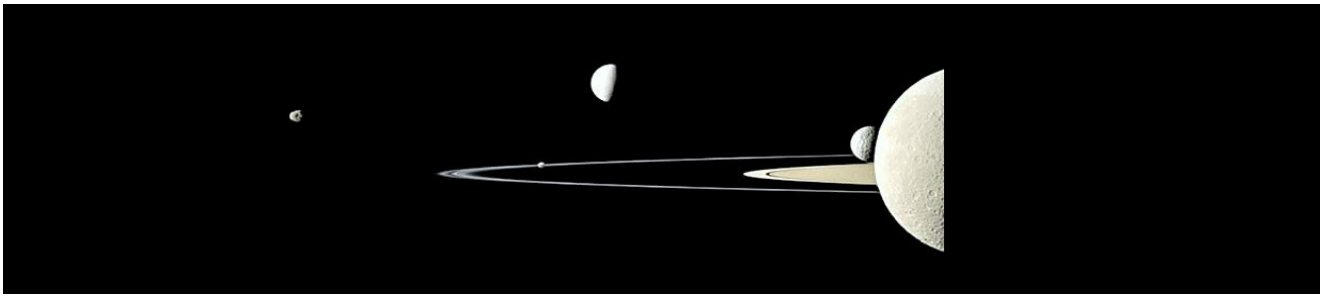

Website Development Brief

3.	Structure and technical components	
3.1	What's the approximate size of the website? How many pages will you need? I.e. product description, contact us, team, about, press, terms, FAQ,, etc.	
3.2	How many language versions should your future website have? What languages will be used? Should there be an opportunity to add more language options in the future?	
3.3	Who will be responsible for generating content for the website?	
3.4	Do you require integration with social networks? (Flickr, YouTube, Twitter, Facebook, etc)	
3.5	Does your website need search?	
3.6	Does it need Googlemap?	
3.7	Will the website have online forms to complete?	
3.8	Should it have filters to help users in finding specific information?	
3.9	Should it have "Members-only" areas – content that can only be accessed via secure login?	

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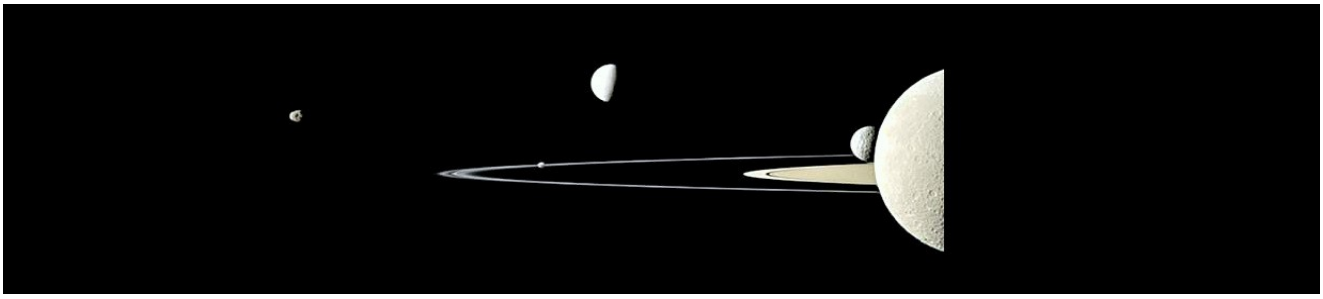

Website Development Brief

3.10	Should it have Blog or News section?	
3.11	Should it have Discussion Forum?	
3.12	Should it have "Current Vacancies" or "Hiring" section?	
3.13	What images do you need, and what have you got already? Poor images can undermine even the most appealing website. Consider employing a professional photographer for making high quality images	
3.14	Do you have high quality video clips or graphics or downloadable documents to be used in the web site?	
3.15	Do you have the resources and skills to make changes using a Content Management System (CMS) or would you prefer our agency to enter any changes for you?	
3.16	If you want a CMS, are there any specific requirements (e.g. allowing access for multiple users)?	
3.17	Are there any third party systems or applications you need to integrate with?	

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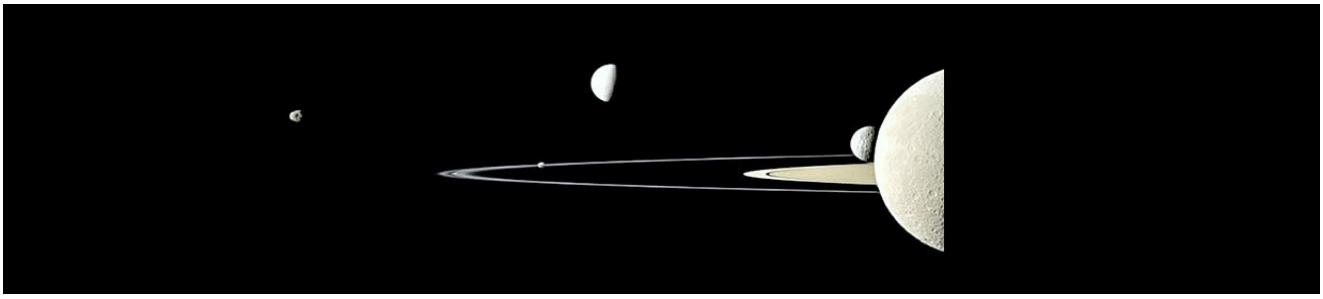

Website Development Brief

4.	**Marketing**	
4.1	Do you need SEO (Search Engine Optimization)?	
4.2	Do you need PPC/Adwords?	
4.3	Do you need Email marketing?	
4.4	Do you need Content marketing?	
5.	**Deadlines and project budget**	
5.1	Don't forget to mention if this project has to be completed within a fixed timeframe. Also, please state the project budget	

“_____”_____ 20____

“_____” Signature

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