

How to write your website brief



10 QUESTIONS TO HELP YOU PLAN YOUR NEW WEBSITE

1. **What is the single main purpose of the website?**

Sell tickets, increase phone enquiries, brochure to demonstrate your product or services?

2. **What do you want the website to achieve?**

E.g. If you just want to provide information about the business that's fine.

But how do you wish to position your business, do you want to establish credibility and trust or simply help people find the nearest distributor?

3. **What defines success?**

Clear measurable goals from the outset; Delivered on time and on budget?

10 hits a month? 1 lead per month?

4. **How will they find you?**

How will you signpost people to your website?

Signage, business cards, PowerPoint presentations, social media, email signatures, Google search.

5. **What's your budget?**

How much are you willing to invest?

Your website is an amazing opportunity for people to engage with your business 24 hours a day 7 days a week. They can research, compare, listen to testimonials see your work etc.

How many sales will you need from the website before you see your money back?

6. **If you're redesigning your website, why are you changing it?**

Was there something your last website didn't do, that you want this one to?

Maybe it looks out of date – maybe your business has grown or changed?

Change is good, businesses change develop and grow. Websites change all of the time.

Popular reasons for change include:

* The need to make your website work better on mobile.

- * The desire to sell products online
- * Making it easier to add and edit new content yourself

This helps make sure the new website performs how you want it to but also helps us anticipate any future needs and changes.

7. **Who are your audience?**

Think about the types of people using your website. What are their ages, interests, hobbies, favourite brands?

By understanding the types of people using your website, you can make more informed choices on the design and delivery of content.

8. **What do they want?**

What are they looking to do or find on your website?

This will help with deciding the right layout and navigation.

Create a customer survey on Survey Monkey.

9. **Could your website be a campfire?**

Think about the community you serve. If your company installs boilers then fab. Business info, check. Boiler booking service, check. But how about we add some useful content about safety or energy advice?

Imagine you sell camping products. Super! Publish a blog, add videos, provide value for free. Your website could thrive from adopting a content first approach.

Provide the campfire for people to gather around, build a community and recommend products to an engaged audience.

10. **What other websites do you admire?**

This is a powerful and efficient way to understand your website aspirations from a visual and user experience point of view.

A few examples with visual notes can be the quickest most efficient way to communicating what you love and what you hate.

WEBSITE:

WHAT IS THE MAIN PURPOSE OF THE WEBSITE?

WHAT DO YOU WANT THE WEBSITE TO ACHIEVE?

WHAT DEFINES SUCCESS?

HOW WILL THEY FIND YOU?

WHAT'S YOUR BUDGET?

WEBSITE BUDGET?

PROMOTIONAL BUDGET?

IF YOU'RE REDESIGNING YOUR WEBSITE, WHY ARE YOU CHANGING IT?

WHO ARE YOUR AUDIENCE? *Be as specific as you can*

WHAT DO THEY WANT? What are people looking to find / do on your site?

COULD YOUR WEBSITE BE A CAMPFIRE?

What community do you serve? What content could you provide that would add value?

WHAT OTHER WEBSITES DO YOU ADMIRE?