

Web Design Brief

Please complete this form as much as you can. If you're unsure about any of the questions, please get in touch.

1. Your Details

Your Name

Your Phone Number

Your Email Address

2. Your Company

Company Name

Location

Current Website Address

What Is The Nature Of Your Business?

Who Is Your Target Audience?

Year Established?

What Is Your Budget For This Project?

What Is Your Desired Launch Date?

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Who Are Your Main Competitors?

Which Of The Following Do You Already Have For Your Business?

- | | | |
|--|--|---|
| <input type="checkbox"/> Logo | <input type="checkbox"/> Brand Guidelines | <input type="checkbox"/> Written Content |
| <input type="checkbox"/> Imagery | <input type="checkbox"/> Videos | <input type="checkbox"/> Printed Material |
| <input type="checkbox"/> Facebook Page | <input type="checkbox"/> Google MyBusiness | <input type="checkbox"/> Instagram |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> TikTok | <input type="checkbox"/> Other (please specify) |

3. Essentials For Your New Website

What Does Your Business Need A Website To Do?

- | | | |
|---|---|---|
| <input type="checkbox"/> Sell Products | <input type="checkbox"/> Give Information | <input type="checkbox"/> Showcase Your Work |
| <input type="checkbox"/> Provide Membership | <input type="checkbox"/> B2B (Generate Leads) | <input type="checkbox"/> Sell Services |

Other (please specify)

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What Do You Expect From Your New Website?

Sales & Leads

Better Design

Improved Customer Experience

Easy To Update Yourself

Marketing Data

High(er) Security

Other (please specify)

What Do You Like/Find Easy On Your Current Website; If You Have One?

What Do You Dislike/Find Difficult On Your Current Website; If You Have One?

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How Will People Discover Your New Website?

Search Engines (Google, Bing etc)

Social Media (Organic)

Paid Online Adverts

Social Media (Paid Ads)

Word Of Mouth

Other (please specify)

4. Design Of Your New Website

Paste The URLs Of A Few Websites You Like And A Few Words About Why...

List The Pages You Require For Your New Site (ie Homepage, About Us Page, Contact Page)

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Which Of The Following Can You Provide Us With For Your New Website?

Written Content Images

Logos Videos

Which Of The Following Elements Do You Need For Your New Website?

- | | | |
|---|---|---|
| <input type="checkbox"/> Contact/Enquiry Form | <input type="checkbox"/> News/Blog | <input type="checkbox"/> Social Media Feeds |
| <input type="checkbox"/> Image Gallery | <input type="checkbox"/> Videos Gallery | <input type="checkbox"/> Live Chat |
| <input type="checkbox"/> Newsletter Sign-Up Box | <input type="checkbox"/> Maps | <input type="checkbox"/> Chat-Bot |
| <input type="checkbox"/> Search Function | <input type="checkbox"/> Customer Login | <input type="checkbox"/> Other (please specify) |

Does Your New Site Need To Integrate With Any Systems?

Accounting Software Event Calendar

CRM Other (please specify)

5. E-Commerce (Skip If No Online Shop Required)

How Many Products Will You Be Selling?

Do Your Products Have Options (Size, Colour)?

Do You Ship Worldwide?

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Which Of The Following Do You Need For Your Online Shop?

- | | | |
|---|--|---|
| <input type="checkbox"/> Shipping Calculation | <input type="checkbox"/> Discount Codes | <input type="checkbox"/> Offer Banner |
| <input type="checkbox"/> Product Bundles | <input type="checkbox"/> Click & Collect Service | <input type="checkbox"/> Subscriptions |
| <input type="checkbox"/> Multiple Currencies | <input type="checkbox"/> Downloadable Products | <input type="checkbox"/> Other (please specify) |

6. Hosting & Support

If You Already Have A Website Can You Provide Hosting Details?

Who Currently Hosts Your Website?

Who Currently Hosts Your Domain Name?

Who Currently Manages Your Emails?

Are Your Emails Set Up Using Office 365?

Which Of The Following Might You Need Support With Once Your New Site Is Live?

- | | | |
|---|---|--|
| <input type="checkbox"/> Updating The Website | <input type="checkbox"/> Training To Update It Yourself | <input type="checkbox"/> Phone Tech Support |
| <input type="checkbox"/> Software Updates | <input type="checkbox"/> Ongoing Support | <input type="checkbox"/> Social Media Management |
| <input type="checkbox"/> Email Tech Support | <input type="checkbox"/> Performance Reports | <input type="checkbox"/> Other (please specify) |
| <input type="checkbox"/> Backups and Restores | <input type="checkbox"/> Security Updates | <div style="border: 1px solid black; width: 280px; height: 20px;"></div> |