

Website Brief Template

Use this template as a guide to prepare your website brief. Make any modifications necessary to suit your unique project requirements.

PROJECT NAME	
BACKGROUND	<p>Share some information about the company or product that the website is about.</p> <p>What does it do, what does it stand for, what makes it unique?</p>
OBJECTIVE/S	<p>What do you want to achieve with the website?</p>
TARGET AUDIENCE	<p>Describe who you want to visit your website.</p> <p>Specify any primary or secondary audiences.</p>
DESIGN REQUIREMENTS	<p>Share examples of websites you like, explain why.</p> <p>Define the look and feel you want for your website</p> <p>State any brand requirements that must be met.</p> <p>Provide the style guide, logos and fonts you need incorporated.</p> <p>State whether you'll supply images or whether you need them sourced for you.</p>
WEBSITE STRUCTURE	<p>Explain the website structure, start with the main menu and break into the sub menus.</p> <p>Define the number of pages your website will have.</p>
FUNCTIONALITY REQUIRED	<p>List all the features you need built into the website. Some examples include:</p> <ul style="list-style-type: none"> ▪ SEO friendly ▪ Content Management System (CMS) ▪ e-commerce capability ▪ reporting and analytics ▪ contact form/database built in ▪ blog ▪ animation ▪ keyword search ▪ calendars ▪ scalability

	<p>State any mandatory security or accessibility standards.</p> <p>Do you have a hosting arrangement in place or need it supplied?</p> <p>Consider website maintenance, both management of timing and updates. Do you need to outsource this or will you manage it in-house?</p>
CONTENT	<p>Prepare content to suit your website structure.</p> <p>Will you provide this? Or do you need this written for you?</p>
BUDGET	<p>Define the budget.</p>
TIMING	<p>Define your start and end dates.</p> <p>State any important milestones that need to be met for delivery of content and website development.</p>
CONTACT DETAILS	