

Website Brief

Project Name:

Date:

1. Client Contact Details

Name:

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Address:

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Phone:

Email:

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Website Address:

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2. Budget & Time Scale

Please specify the total budget available along with any deadline that may be required.

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3. Project Outline

Why would you like a new website? What do you need a website for: traffic, sales, leads generation, online authority? Who is the target audience of the website?

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Website Brief

4. Websites you like

Provide examples of those websites (or parts of websites) with the type of design and functionality you like (from any industry). Please include your reasons.

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5. Your Current Website

What is good about your existing website?	
What is bad about your existing website?	
Average amount of web traffic per month.	
How is your website performing for your objective? (Traffic/ Sales / Leads):	
Which web host and hosting package do you currently use?	
Are you happy with your hosting services?	

Website Brief

6. Search engines

List the top five search phrases that people use (will use) to find your website

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7. Competition and Niche

List your main competitors' websites and other important websites in your market/niche?

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What are they doing well?

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What are they doing badly?

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8. Any Other Comments?



Tel: 01803 55 40 70

Email: admin@refreshcreations.co.uk

Web: www.refreshcreations.co.uk