WEBSITE DEVELOPMENT BRIEFING

Project title:

1. Basic contact details of the organisation:

Contact name:

E-mail:

Phone::

2. Project budget and timing

What is the budget for the project? What is the deadline for the design and development work to be completed?

3. Project objectives

Why do you want a new website? What is the purpose of the new website? Increase awareness? Branding? Introducing new products? New sales platform? Conquering new target markets/audiences?) Who is the target audience for the website?

4. Sample websites

Give examples of sites (or parts of sites) that appeal to you. They don't have to be closely related to the topic of the project. Note that the website you create should only secondarily serve your taste! The most important thing is that it achieves your business objective, and the design should be subject to that - or more precisely, the design should serve that objective. Our colleagues will give you the maximum help!

5. Your current website

What is good about your current website (if you have)?

What is bad about your current website (if you have)?

What daily traffic does the current site generate (unique visitors)?

arteries

How is the website currently performing in relation to the objectives listed above (Traffic/Sales/Conversion rate/Lead generation/Brand building):

Which server/site is currently with currently connected to?

Are you satisfied with the service? If not, please describe your current problem!

6. Structure of the website

Is your current website available to sitemap?

Number of sub-pages with specific features (in order of magnitude):

What features should the new website have?

- Be easy to update even with non-IT qualifications SEO (search engine optimisation)

- Webshop or other e-commerce module

- Newsletter function

- Functions that require registration

- Email marketing

- Mobile optimization

- Photo and media galleries

- Embedded video content

- Feedback / contact forms

- Other forms

- Blog

- List of other services required:

arteries

7. Website design and style

What keywords could you use to describe the desired look of the website?

- Stylish
- Modest
- Useful
- Elegant
- Clean / simple
- Accessible
- High-tech
- Corporate
- Modern
- Authentic
- Expert
- Funny
- Player
- Elegant
- Sophisticated
- Latest from
- Useful
- What other words come to mind?

8. Terms used in search engines

Please list the seven most important search terms that you think people use (presumably will use) to find your website?

9. Social media

Do you have social media sites?

Do you need help with social media to set up your social media profiles, manage your social media profiles?

Should your website include links, embedded features related to your social media profiles?

(e.g. Facebook, Instagram, YouTube, LinkedIn ... etc.)

10. Content

Predominantly what type content will be on the new website?

What new content (text, images, video) to be produced for the website development?

Do you need help with to produce new content?

11. Competitor analysis

List the direct competitors' websites and other relevant websites in your market?

What does they do well?

What does they do wrong?

12. Further comments
Please write down your further thoughts and expectations about the system you are developing.