

Page Design *Website Brief*

Tell me about your business/organisation

(Products/services, history, employees, structure, location, service area, goals)

Explain what your business does in 10 words or less.

What is your current online presence?

(Current website, Social Media, Email marketing, Newsletters, Yellow Pages, Finda etc)

What do you like about your current website?

What don't you like about your current website?

How well are you ranking in search engines like Google?

What is your unique selling proposition?

(Why should someone choose you over your competitors?)

What is the main thing your want people to do while they are on your site?

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Purpose

Can you think of a single purpose statement - what's the most important thing this website should achieve? Why will this website exist? Why *should* this website exist? Is generating new sales or sales leads the main reason for your new site?

If not, what is the main reason for the new site?

Who are you trying to target with your website?

*Age, gender, socio economic, industry etc

What keywords do you want to show up in search engines like Google for?

What are your customers' problems or needs that your business solves for them?

Are there any 'must haves' on the site?

Any key features or functionalities?

Are there any special Website Requirements that may be unique to your business/industry?

Please list websites that you like in your industry and other websites that you like in design or usability:



What are the names of the 4-6 menu pages you'd like?

Do you want more pages on your site that aren't in the menu bar but that can be linked to from other pages? How many?

What colours would you like to be used on your site?

What technology or software do you have linked or need linked up?

Objectives

A bullet point list that defines what success looks like or means to you. They don't necessarily have to be measurable - they could be abstract/anecdotal.

- _____
- _____
- _____
- _____
- _____
- _____

Do you have any questions for me?

