Website Design Brief

Business
Tell us about your business

Tell us a brief history of your company/organisation

Please give us at least three competitors to review

What's your value proposition against your competitors?

What are your most important business objectives? (leads, sales, reputation, client service etc)

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Customer
Tell us about your ideal customers/clients

Who is your ideal target? (job title, industry)

What is their ultimate goal? What are they trying to achieve?

What tasks are they looking to complete? What questions do they need answered?

What pain points might your customer/client be experiencing that they hope to overcome?

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Brand
Tell us about your brand

What five descriptive words would you use to describe your brand personality?

Which famous brand(s) would you align yourself to and why?

What websites do you like and why?

What do you want your customers/clients to remember about your brand?

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Content
How prepared are you for content?

What do you want your customers/clients to know?

What do you want them to do?

Do you have existing content or marketing collateral? If so, what?

Who are you using to create content?

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Technical
What features would you like?

YES / NO

Do you own and have control over your domain name?

Do you have a platform/CMS preference?

	YES / NO		YES / NO
Manage and display image galleries		Display multiple business locations	
Manage and display video galleries		Upload documents to a library	
Social media integration		Manage a blog/news articles	
Manage client testimonials		Collate contact details from leads	
Create FAQs sections		Create marketing landing pages	
Manage events		Email marketing integration	
Manage multiple team members		Require online payment?	
Secure members area		Require any third party integrations?	
Manage recruitment			

Is there any specific functionality not mentioned above?