**Website Brief**

**1. Background**

Introduce your company – who are you, what makes you stand out from the crowd?

Talk about your marketing communications objectives and how they relate to the website?

Add in something around the current visitors to the website, who goes to what pages and what are you trying to achieve with your website? Aside from not being mobile friendly, what else are you currently unhappy about with your website that you’d like to see improvements with your new website?

**2. Brand Personality to be conveyed:**

-Include adjectives to describe the personality of your brand that you want to convey e.g. professional, confident, sensitive???

**3. Overall website look & feel:**

-Are you looking for the website to look as it does now? Or do you want to make it look a bit different? If the latter, what kind of look and feel are you going for? Eg. Contemporary, fresh, inviting?

**4. Other interesting websites**

Include a list of other websites (competitor and non-competitor) that you like / dislike and why.

**5. Pages / sections to be included:**

What headings / pages do you want – same as current or changes to any? List what you want the main pages to be entitled.

**6. Other Considerations / Requests**

Think of other things you think are important that the web agency needs to know or think about, I’ve included a few…

**7. Timings**

Target launch date: XXX

**8. Budget**

How much do you want to spend on re-developing your site? Does your budget include the cost of new photography? Do you want the web agency to manage any additional SEO / PPC? Do you want the web agency to host the site? Include a list of what you expect the budget to cover.