*Refer to our* [blog post here](http://system7.co.nz/blog/2017/november/9-key-sections-to-include-when-writing-an-effective-website-brief/) *to help you fill out this template.*

**Website Brief for Your Company Name**

**Date**

**1. Your Company**

**What does your company do?**

**What’s its mission/vision?**

**What products and/or services do you sell?**

**Where are they positioned in the market?**

*High-end, low-end, or somewhere in the middle?*

**How large is your company?**

*Revenue? Number of employees?*

**Where is your company based?**

*Do you have multiple locations? Are you international?*

**When was the company founded?**

*What’s its background?*

**2. Target Audience**

**Audience demographics**

*Age, gender, education, family situation etc.?*

**Audience location**

*Where do they live?*

**Who are your competitors?**

**What differentiates you and your products or services from your competitors?**

**3. Goals and Objectives**

**What is the purpose of your new website?**

*State its goals and objectives.*

**4. Current Website**

**What do you like about your current site?**

**What don't you like?**

**Feedback from customers and suppliers about the site?**

**Any technical or functionality issues people have had with the site?**

**How much traffic does it get?**

*Use Google Analytics (or similar) to answer this question and the ones below.*

**How much time do people spend on the site?**

*How many pages do they view? Are they converting to leads or sales?*

**How are people viewing your website?**

*What percentage of people are on mobile compared to viewing the site on a desktop? What browsers do they view it on?*

**5. Sites You Like**

*Copy and paste screenshots of websites you like and comment on what you like about them.*

**6. Design and Content**

*What should the site look like and what content will it feature?*

**Design**

*Include or attach as much of the following as possible:*

* *Brand and style guidelines*
* *Logos*
* *Colours and fonts*
* *Design elements*

**Content**

**What pages will be on the site?**

**What content will be on these pages?**

*e.g. text, images, and functionality*

**Who is going to write the copy (written content)?**

**Who will supply the images?**

**7. Timeline**

**When can the website project start?**

**When would you like the new website live by?**

*If it needs to be completed by a specific date, include why.*

**8. Technical**

**Do you currently have web hosting?**

*If so, who is the web hosting company and which package do you have?*

**What domain will you be using for your website?**

**Will the site need to be on HTTPS?**

[*What this is and why your site probably needs it*](http://system7.co.nz/blog/2017/september/your-website-may-be-marked-not-secure-by-google-heres-what-you-need-to-know/)

**Once the site is live, who will update and maintain it?**

**How will the site be backed up?**

**Is there any software that needs to be integrated with the site?**

*Such as your CRM, email management software etc.?*

**Does analytics software need to be added to the site, such as Google Analytics?**

**9. Budget**

**What is your budget for the website project?**

*If you don’t have an exact figure, provide a range.*