

Web Development Brief Sheet

Client/brand name:

Category/market sector:

Campaign title:

Campaign dates: (start/finish)

Campaign budget: (approx)

Main campaign contact:

Is this a new website or a re-design of an existing site?

If it is a redesign, please state the existing URL:

About the business & product/service

What is the main product/service?

Where is the business/brand product or service based?

What is the USP (unique selling point) of the product/service?

What is the target audience for the product/service?

Is the target audience ultimately responsible for the purchase of the product/service?

Who are the main competitors to the business?

Please provide 3 competitor website URLs:

The website

What is the primary objective of the website? (E.g. increase sales/business leads, information hub, general company introduction, e-commerce etc.)

How will the success of the campaign/website be measured?

Are there any secondary objectives?

Will the website need updating frequently or should it only need updating occasionally?

Would the agency be required to implement the updates or will it be completed by a member of the company?

Is the main content of the website already available or does it need to be written/obtained?

Will the website be promoted by any other means? (Print campaign, SEO etc.)

Please provide 3 website URLs you like the design/style of:

Mandatories

Is there already corporate branding the website has to be designed in accordance with?

What legal requirements are there? (Logos, contact information, trademarks, data protection, accessibility etc..)

Response

Who will be responsible for signing off the various stages of development?

If this person is not available, who will be responsible for signing off?

Will any third party need to give their approval?