

# Website Content Brief

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**Client/Company:**

**Project Name:**

**Date #:**

**Email/Contact:**

Please respond to as many questions as possible.

## Part 1 - Company Background

### Business and project overview

1. What specific industry sectors do you work in?

2. Describe how your company plans to use this website.

3. What type of web project is this?

Redesign of an existing site

New feature and/or update

New Website

Other

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**4. If this work involves an existing website, has an analysis been done on it? Please provide any relevant reports.**

**5. What needs to be achieved for you to consider the project a success?**

## **Target audience/Markets**

**Help us understand who your customers are:**

**1. Geographically, where are your customers based? i.e. Are they local to you? How local? Within 10miles, or an hour by car? Are they nationwide? Global?**

**2. What does your existing customer-base look like? Try to sum up who you work with now in a few sentences.**

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**3. What would you like your future customer base to look like? i.e. “more of the same,” or would you like to attract a different type of customer? Please describe.**

**4. Describe the characteristics of your ideal customer.**

**5. What do you want your customer to do when they arrive at your website? i.e. Do you want them to buy something through the website or make an enquiry? Maybe you want them to subscribe to a service. List the actions you want the customer to take.**

## **Competitors**

**Who are your main competitors? Provide the company name and website address for each.**

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## Part 2 - Current Website

### Current Website

1. What do you like about the current site?

2. What is this site lacking or what is not working well?

3. What don't you like about the current site?

4. What CMS (content management system) are you using for your site? Will this stay the same or are you looking for another option? If it needs to stay the same, why?

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## Part 3 - New Website

### Desired User Experience

1. When a user goes to your site they usually:

- Have problems/challenges
- Are looking for information and solutions
- Have questions

2. Please indicate the types of users that you would like to have frequent/use your new website. What information might they be looking for and what challenges might have lead them to your website?

### Functionality, Design and Development

1. What functionality is required in your site? i.e. Search, email sign-up, polls, surveys, downloads, languages, etc.

2. Do you have an example design or site you like? Please provide an example. What design elements must be included (colours, logos, pictures, etc.)?

3. Does your existing website use a video player? If not, do you host videos on YouTube – and could this be your video player?

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**4. Do you have a set navigation in mind for your site (certain sections)?**

**5. Do you have an idea of how many pages the site will be when it launches, and how much it will grow in the future as you add content?**

**6. Any security requirements for site or logins?**

**7. Should the site follow any specific accessibility protocols — WCAG 2.x, AODA, etc.?**

**8. Should this be a multilingual site? What languages?**

**9. Please include your brand's style guide.**

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## **Website Content, SEO**

- 1. What type of content will be included in your site i.e. articles, videos, photos, maps, etc.?**
- 2. Do you have someone internally who will be able to do the SEO (search engine optimization) and ensure that your content is optimized or are you wanting this as part of the proposal?**
- 3. What is the demographic of your target audience?**
- 4. Will you have a blog? How often will you update?**
- 5. How do you plan to drive traffic to your site?**
- 6. Do you want viewers to be able to comment and do you have someone to manage the comments?**

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7. Do you need additional content for your site (blogs, case studies, videos, photography, images, etc.)?

## **Requirements of the New Site**

1. Are there any third-party systems you need to integrate with?

2. What, if any CRM or accounts software integrations needs to be considered?

3. Does the website need to be available in other languages, and if so, who'll be doing the translations?

## **Management and Hosting**

1. Who will host your site? Who will manage your site? How many people will be updating the site?



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## Other Information

1. What is your timeline to start and complete the project?

2. Do you have a set budget?

3. Any other key information.