Website Design & Development Brief

websites
4 Small Business

.If you are looking to get a website created for your business, it's important to provide your website developer with as much information as possible.

Use this template to provide details about your preferences and vision to ensure the best possible outcome.

If you are unsure where to start, check out your competitors and note what content, functionality and design elements they have and also what social media networks they belong to.

Check out similarweb.com for more information on your competitors

1. Business Information

⭐ Business Details

Your Full Name
Business Name
Telephone
Website Address (if you have one)
Email Address
Social Networks

⭐ Business Background

- What do you do
- What products/services do you offer?
- How long has your business been running?

⭐ Unique Selling Points

⭐ Target Audience(s)

- Consumers, Businesses
- Age group
- Male/female
- Ethnicity
- Marital status
- Qualifications
- Interests
- Hobbies
- Location

⭐ Competitor Websites

2. Domain Name

Have you registered a domain name?

If so, what is it?

Where is your domain name registered?

Do you own any other domain names that should be directed to your website?

If you don't have one, what domain name would you like to register?

3. Website Details

Do you need a new website or are you looking to have a current website redesigned?

If you have an existing website
- what do you like about it
- what is not working for you

List websites you like the look and feel of and describe elements you like, eg. Colour, slideshow, navigation, layout etc

4. Services Required

- Domain Name Registration
- Website Design & Development
- Webhosting
- Logo Design
- Copywriting
- Content Management
- Website Information Updates
- Website Upgrades
- Website Training
- Search Engine Submission
- Search Engine Optimisation

5. Content to be Included

- Home
- Products
- Services
- About
- Contact
- Pricing
- Testimonials
- Frequently Asked Questions
- Product Reviews
- Resources
- Articles

- Links
- Guarantee
- Photo Gallery
- Media Information
- Blog
- Return & Refund Policy
- Terms & Conditions
- Industry Associations/Memberships
- Videos
- Calendar of Events
- Google Maps

6. Additional Functionality

- Online store for physical products / digital products
- Appointment booking
- Workshop/class/tour registrations
- Statistics
- Membership portal
- Online course
- Email marketing platform integration, eg. Mailchimp, GetResponse
- Automation integration, eg. Infusionsoft, GetResponse
- Landing pages integration, eg. Clickfunnels, Lead Pages
- Social Media Sharing
- One Click Call from mobile devices
- Website backup
- Locate stockists / stores
- Quiz integration

7. Call to Action

What do you want people to do when they arrive at your website:

- Request a quote
- Call you
- Download a report
- Register for a webinar
- Sign up for newsletter
- Follow you on social networks
- Contact form
- Book a consult
- Special offer

Please note: most people won't buy from you the first time they come across your website, so it is important you capture their details and then stay in touch to build trust and credibility.

8. Trust / Credibility Icons

- Testimonials
- Product/Service Reviews
- Media Information
- Guarantee
- Industry/Trade Association Memberships
- Accreditations/Qualifications
- Before & After Shots
- Portfolio of Completed Projects
- Awards

9. Website Structure

Top level links and submenu items, eg

ABOUT US   **SERVICES**
- Testimonials   - Service 1
- Our Team   - Service 2

10. Images

Will you be providing your logo?
List of images you will supply
List/description of images you need sourced
by the designer

11. Visual Elements

Preferred web safe fonts and icons

Colours to be used on website (please provide
Hex colour values - http://htmlcolorcodes.com/)

12. Project Budget

13. Goal Launch Date

I sincerely hope that you have found this information useful and wish you the best of luck in getting your business online.

If you are a woman planning your first website and want to avoid costly blunders or if your current website is not working, then "The Savvy Woman's Practical Guide to Online Business", is a must read for you. It is packed with useful information about website design, marketing, social media, legal obligations, time and sanity saving tools and much much more.

http://www.web4business.com.au/savvy-womans-practical-guide/

And if you want my help with an Awesome Logo or a Great Website give me a call on 02 9907 7777 or go to www.web4business.com.au to see how I can help you with your business.

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