

1. Overview

Company name:

Contact name:

Email address:

Phone number:

Existing website address:

What our business / organisation does:

Our position in the market is:

Our main competitors are:

Our target audience(s) are:

We have the following brand assets available:

- Logo
- Brand guidelines
- Printed materials such as brochures or exhibition displays
- Style for copy and tone of voice
- Imagery
- Video
- Messages
- Other (please specify below)

2. Website design and function

The type of website we require is:

- | | |
|---|---|
| <input type="checkbox"/> Information / Brochure | <input type="checkbox"/> Ecommerce |
| <input type="checkbox"/> Lead Generation | <input type="checkbox"/> Other (please specify below) |

We need our new website to:

- | | |
|--|--|
| <input type="checkbox"/> Increase sales and leads | <input type="checkbox"/> Provide information to existing customers |
| <input type="checkbox"/> Have a better design | <input type="checkbox"/> Be easy to update in-house |
| <input type="checkbox"/> Improve the customer experience | <input type="checkbox"/> Other (please specify below) |
| <input type="checkbox"/> Capture / track more data for marketing | |

A few things we like and dislike about our existing website:

We will get people onto our new website using:

Search engines

PPC adverts

Social media

Offline advertising

Events

Other (please specify below)

Some websites we like (and why):

Our design requirements are:

Just consider design here, function is covered later.

We'd like these pages on our new website:

You might like to use a separate spreadsheet or website map tool such as [Gloomaps](#) to create this list.

We can provide:

- Copy
- Photography
- Videos / animation
- Logos and graphics

We'll need you to source:

- Copy
- Photography
- Videos / animation
- Logos and graphics

Our new website should include this functionality:

- | | |
|--|---|
| <input type="checkbox"/> Team page | <input type="checkbox"/> Social media feeds |
| <input type="checkbox"/> Document library | <input type="checkbox"/> Image gallery |
| <input type="checkbox"/> Enquiry form (or other types of form) | <input type="checkbox"/> Data capture and export |
| <input type="checkbox"/> Location maps | <input type="checkbox"/> Password protected areas |
| <input type="checkbox"/> News / blog | <input type="checkbox"/> Live chat |
| <input type="checkbox"/> Email newsletter signup | <input type="checkbox"/> Other (please specify below) |

Our new website needs to integrate with these systems:

If you have web links, documentation, or contact details for the systems please send details with this brief.

3. Ecommerce

If you're wanting to sell online now, or in future, please provide more details.
Otherwise, feel free to skip this page.

Our preferred ecommerce platform is:

We'll be selling this many different products:

A rough figure is fine here.

Our products typically have these options:

For example colour or size.

Product data can be supplied in this format:

We'd like to use this secure payment provider:

The new website should include these ecommerce specific features:

- | | |
|--|--|
| <input type="checkbox"/> Discount codes | <input type="checkbox"/> Product bundles / bulk pricing |
| <input type="checkbox"/> Shipping calculations / free delivery | <input type="checkbox"/> Upsells, cross sells and related products |
| <input type="checkbox"/> Click and collect | <input type="checkbox"/> Downloadable products |
| <input type="checkbox"/> Abandoned cart emails | <input type="checkbox"/> Subscriptions |
| <input type="checkbox"/> Multiple currencies | <input type="checkbox"/> Product import / export |
| <input type="checkbox"/> Inventory management | <input type="checkbox"/> Other (please specify below) |

We'll need the website to have ecommerce specific integrations with:

Examples include stock management, EPOS or CRM systems.

4. Hosting and support

Website hosting and SSL certificate

- We'd like you to provide hosting + SSL
- We have hosting + SSL and can supply details

We'd like support with these specific things on our new website:

- | | |
|---|---|
| <input type="checkbox"/> Training on updating the website | <input type="checkbox"/> Software version and security updates |
| <input type="checkbox"/> Phone and email tech support | <input type="checkbox"/> Ongoing support e.g. development and bug fixes |
| <input type="checkbox"/> Backups and restores | <input type="checkbox"/> Uptime monitoring |
| <input type="checkbox"/> Specific security or compliance measures | <input type="checkbox"/> Service level agreement |
| <input type="checkbox"/> Performance reports | <input type="checkbox"/> Other (please specify below) |

5. Budgets and timescales

Our budget for this project is:

We're asking this many agencies for proposals:

We need the website delivered by this date, for this reason:

Additional notes: