

# Website Project Brief Template

Use this to plan your new website or redesign. Fill in as much as you can.

---

## 1. Business Overview

### 1.1 Business name

---

### 1.2 Current website URL (if any)

---

### 1.3 What does your business do?

*Short 2–3 sentence overview of your business and services.*

---

---

---

### 1.4 Where are you based / what areas do you serve?

---

---

### 1.5 Competitors or similar businesses

*List 3–5 websites and what you like or dislike about each.*

1. \_\_\_\_\_  
Likes / dislikes: \_\_\_\_\_  
\_\_\_\_\_
  2. \_\_\_\_\_  
Likes / dislikes: \_\_\_\_\_  
\_\_\_\_\_
  3. \_\_\_\_\_  
Likes / dislikes: \_\_\_\_\_  
\_\_\_\_\_
  4. \_\_\_\_\_  
Likes / dislikes: \_\_\_\_\_  
\_\_\_\_\_
  5. \_\_\_\_\_  
Likes / dislikes: \_\_\_\_\_  
\_\_\_\_\_
-

## 2. Project Goals & Success Metrics

### 2.1 Why are you doing this project now?

*(e.g. site is outdated, need more enquiries, launching a new service.)*

---

---

---

### 2.2 Top 2–3 goals for the new website

*(e.g. increase enquiries by 30%, get more bookings, sell products online.)*

Goal 1: \_\_\_\_\_

Goal 2: \_\_\_\_\_

Goal 3: \_\_\_\_\_

### 2.3 How will you measure success 6–12 months after launch?

*(e.g. number of enquiries, bookings, sales, newsletter sign-ups.)*

---

---

---

## 3. Target Audience

### 3.1 Primary audience

*(Who is this site mainly for?)*

---

---

### 3.2 Secondary audiences (if any)

---

---

### 3.3 What do these people most want when they land on your site?

*(e.g. proof you're trustworthy, pricing, examples of your work, clear next step.)*

---

---

### 3.4 Any accessibility or language considerations?

---

---

---

## 4. Scope & Features

### 4.1 Type of project

- New website
- Redesign of existing site
- Landing page / microsite

### 4.2 Rough list of pages

*(e.g. Home, About, Services, Service detail pages, Projects, FAQs, Blog, Contact.)*

---

---

---

### 4.3 Key features you think you'll need

*(Tick or list anything you already know you need.)*

- Simple contact form
- Booking / appointment system
- Portfolio / gallery
- Blog / news
- Online store (ecommerce)
- Member login / restricted content
- Multi-language
- Integrations (CRM, email, payments, etc.)

Other: \_\_\_\_\_

### 4.4 Must-have for launch (Version 1.0)

---

---

### 4.5 Nice-to-have later (Phase 2+)

---

---

---

## 5. Content & Assets

### 5.1 What do you already have?

*(Tick all that apply.)*

- Logo files
- Brand colours & fonts
- Existing website copy
- Photos / videos
- Brand guidelines

Other: \_\_\_\_\_

## 5.2 Who will provide most of the content?

- I will write it
- I'd like help from a copywriter
- A mix (I'll draft, you polish)

## 5.3 Notes for key pages

*(Any ideas for Home, About, Services, Contact, etc.)*

Home:

---

---

About:

---

---

Services / Products:

---

---

Contact:

---

---

Other important pages:

---

---

---

## 6. Design & Examples

### 6.1 Existing brand style

*(Links to brand guidelines or notes on colours/fonts.)*

---

---

## 6.2 Websites you like (and why)

1. URL: \_\_\_\_\_  
What you like: \_\_\_\_\_  
\_\_\_\_\_
2. URL: \_\_\_\_\_  
What you like: \_\_\_\_\_  
\_\_\_\_\_
3. URL: \_\_\_\_\_  
What you like: \_\_\_\_\_  
\_\_\_\_\_

## 6.3 Websites you don't like (and why)

1. URL: \_\_\_\_\_  
What you don't like: \_\_\_\_\_  
\_\_\_\_\_
2. URL: \_\_\_\_\_  
What you don't like: \_\_\_\_\_  
\_\_\_\_\_

## 6.4 Overall style you're aiming for

*(Tick any that fit.)*

- Clean / minimal
  - Bold / colourful
  - Corporate / formal
  - Friendly / playful
  - Modern / techy
- Other: \_\_\_\_\_
- 

## 7. Budget & Timeline

### 7.1 Ideal launch date / timing notes

---

---

### 7.2 Budget range

*(A range is fine – it just helps suggest realistic options.)*

---

---

---

## 8. Technical Details

### 8.1 Domain name, hosting, and email setup

Domain name: \_\_\_\_\_

Hosting: \_\_\_\_\_

Email (e.g. Google Workspace / Microsoft 365): \_\_\_\_\_

### 8.2 Preferred platform (if any)

#### General Developer

- Flask
- Laravel
- Webflow
- Custom build
- Not sure – happy for advice

Other: \_\_\_\_\_

#### My Personal Development

- Flask
- Laravel
- Basic Php

Other: \_\_\_\_\_

I only build custom web apps.

### 8.3 Tools to integrate with

(e.g. Mailchimp, Stripe, Xero, booking software, CRM, etc.)

---

---

---

## 9. Ongoing Support

### 9.1 Who will maintain the site after launch?

- I'll do basic updates myself
- I'd like a maintenance plan
- Not sure yet

**9.2 How often do you expect to update content?**

- Rarely (a few times a year)
  - Monthly
  - Weekly
  - Daily / often
- 

**10. Anything Else?**

Any questions, worries, ideas, or extra notes that might be useful:

---

---

---

---

---