



How good are your briefs?

How to brief your website so you get what you want and it works for your audience too!

One of the most difficult things with website design is turning your vision into reality... maybe you've got an idea, perhaps it's just a sketchy jumble of thoughts, you know what you like and what you don't like... but will it work and how do you bring it to life?

Well, unless you're a website designer and developer – skilled with graphic design and the techy bits too – you'll be briefing one and expecting them to come up with the goods. So, there's a lot riding on this for both of you.

If our web designers understand where you're coming from, what you need your website to do for you and what you expect to see in the end, the whole process will be much quicker, easier and more cost effective... making sure your site is out there working for you rather than yo-yoing to and fro for endless, time consuming (and frustrating!), budget busting changes.

There's an art to getting your website brief right; because the wrong brief can cost you a lot of wasted time, effort and money.

Use our checklist of essential website briefing elements and you'll not go far wrong...

1. Who is your website for?

Who is your target audience? And what is your ideal customer like? Not just the top level stuff, but the details which will make your website really appeal to the individuals who make or recommend the buying decisions.

What industries?.....

What geographic locations?.....

What job titles?

What are the individuals like? What are their responsibilities? What matters to them / gives them problems? What will appeal to them?

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What do they want / need from your company?

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[Click to check out our persona 'crib sheet' to get you started.](#)





2. How do you want your website visitors to “see” your company?

There’s no absolute right or wrong, just what’s right for you and your audience. It’s important to be yourselves and reflect how you do business.

What 5 words would you like them to use to describe your company?

3. What do you need your website to do for you?

Prompt enquiries; gather contact data; sell product; showcase your expertise; develop client relationships? Ultimately, it’s all about building your business!

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4. What do you like and what’s a complete no-no?

If you hate blue (but love green), can’t stand Times New Roman or detest italics, then say so! And tell us which websites you like and why... it really helps us create the unique style and direction which is just right for you.

Likes

Dislikes

Websites you like

Competitors’ websites (so we can make yours better than theirs!)

5. What’s your ‘must-have’ content?

What is your current website address?

How much / which bits or pages of this content are still to be used?

Products to include





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Services to include.....

.....
The benefits of buying from you.....

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Your USPs (unique selling points)

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Firsts, awards, accreditations.....

.....
Do you have any 'assets' you'd like to include? If so, what?.....
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Think video, graphics, brochures, guides, technical specs or data sheets, case studies, whitepapers and/or reports, eBooks, price lists... you get the idea!

6. What do you expect to get?

In addition to your lovely new website, do you need a blog template, series of auto-responder emails, assets to offer as downloads? Include these at the outset and they'll be ready to go when your site is.

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7. What are your practical parameters?

Budgets, timescales, internal approval procedures... all the boring stuff, but essential for getting you what you need, when you need it, at a cost which everyone's clear about and happy with.

Your timescale.....

Is there an event or launch you need this to be ready for?

If so, what and when?.....

Your budget.....

Your lead contact for the project (name, email, phone).....
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These 7 questions are a great start, but our web designers and copywriters will always ask more... because if we can get 'under your skin', then you will get a website which really meets your needs (and those of your customers too), now and into the future.

