WEBSITE BRIEF

Writing a creative brief can be a daunting process but it is an extremely important one. It is a key planning tool that helps us extract the right information to then focus in on the right areas and create an effective and targeted solution. It also provides a point of reference to assess the concepts and visuals by continually going back to the brief to ensure all aspects have been met. The framework below will assist us in preparing, planning and developing your website:

Budget / timing

1. What is the estimated setup budget?
2. What is the required completion date?

Stakeholders

1. Who will be involved in decisions regarding the website?
2. Existing suppliers or partners we will need to work with?

Legals

1. Are their any legal issues we need to consider?
2. Do you own the rights to all materials to be included on the website?

Project outline / purpose

1. Is the website for your organisation or a specific product, event, service or offer. Outline what this is (elevator pitch).
2. Why do you need a new website?
3. What does your website need to achieve: traffic, sales, response rates, leads generated, reputation?
4. Target Audience - Who is the website aimed at?
5. Why is your organisation, product, event or service better than your competitors?
6. Do you have a SWOT or similar analysis framework? (Strengths, Weaknesses, Opportunities, and Threats)

Website management

1. What tasks do you estimate are required to update and promote your website?
2. Who will be updating and promoting your website?
3. What level of computer and internet skills do they have?
4. What is the estimated weekly budget of hours to update and promote the site?

Website architecture

Do you have a site map?
What is the estimated number of sections/ pages?

Mandatories

What features would you like on your website?
• CMS (Content Management System) for self-managed text/image changes or updates
• Optimisation for mobile phones (responsive design)
• Shopping cart or other eCommerce
• Photo and media galleries
• Feedback/contact forms
• Newsletters and signup
• Video/Audio
• Animation
• Calendar
• Statistics
• Surveys
• Blog

SEO (Search Engine Optimisation)

1. Are search engine rankings important for your website?
2. Do you require SEO services (copywriting) assistance?
3. What are the top five search terms (words or short phrases) that people will use to find your website?

Social media

1. Do you have a social media strategy? Please list the website addresses of the social media and other external websites linked to this project (eg facebook, twitter, youtube, ebay)
2. Are you planning on integrating further social media and other external websites/services? Please list them.