**WEBSITE DESIGN PLANNING BRIEF**

Date:

Client Name:

1. Name of Website:
2. Purpose of Website:
3. Do you require the purchase of a domain name, or do you have one already?
4. Do you need a dedicated email address?
5. Do you have an ISP to host your site? Do they have any data limits or offers?
6. Site map. Please read the below page descriptions and delete those you consider not relevant. For the relevant pages, please fill in the correct details for your website. Just a small paragraph or a list of things you want included is necessary at this stage. If a page you want included is not listed, please add it.

**Home page:**

(eg A **short description** of who you are and what you do, a **brief explanation** of your services and products, and perhaps some bullet points on **how you can help** your potential customer or client.)

**About us:**

(eg; A summary of your company, whom it employs (with biographies and pictures of the staff, or just yourself if you are a sole proprietor), any special achievements you received, and the ways you differ from others that provide the same product or service.)

**Gallery:**

(eg; Images of previous work or events held as part of your normal business.)

**Services page:**

(eg; A synopsis of services presented, bullet points of services with short explanations, links to learn more about specialized services, the advantages of using your services, and how they differ from the services your competition offers.)

**Products Page:**

(eg; An outline of products available, short descriptions of each product, links to product pages that contain more information, what the customer can expect by purchasing those products, and why customers should buy those products from you, rather than your competition.)

**FAQ page:**

(eg; The most common questions you are most frequently asked should be on this page. Such questions should also remove any doubts a customer may have, in order to make them feel secure enough to make a purchase from you.)

**Testimonials or reviews:**

(eg; A brief paragraph of praise from customers, perhaps as long as a sentence or two. Include photos and contact info of the reviewer, preferably with a headline above each testimonial, to catch a customer’s eye.0

**Contact page:**

(Eg; Relevant media accounts, your mailing address, phone and fax number, email address, and even your business hours. Booking form. Some companies prefer using a contact form instead of listing their email address for spam prevention purposes.)

**News page (or blog):**

(eg: Ways the media can get in touch with you, links to download PDFs and photos, and press releases. If you have a media or press kit, post it here, so the media can learn more about your company prior to further publicity.)

**Privacy Policy page**

(eg: What data you collect, how it is collected, how visitors can obtain a copy of the information you obtain, if such content will be shared, and if so, with whom.)

**Afflilate links**

(eg: links to businesses you conduct business with, anything you think would be relevant but not applicable to the above categories.)

1. Do you have particular colours, fonts and images you would like to use? Please list:
2. Will you be providing images/photos prior to building the site?
3. Do you require a logo to be designed as part of the work, or do you have one already?
4. Content management: The easiest way to design a website that you can manage yourself in the future is to use a website building platform. These website builders come with templates, an account to access content, email addresses, and plenty of help and support. Some are free and some charge – mostly the basic level is free and personalising it cost more. The three I suggest are [Wix.com](https://www.wix.com/), [Squarespace](https://www.squarespace.com/) or [Wordpress](https://wordpress.com/) (my website is done in wordpress). Please look at these websites and decide which plan you think would work best for you and your financial needs.
5. Templates: once you have chosen which website builder you want to go with, browse through the templates and choose a few you like the look of:

<https://www.squarespace.com/templates>

<https://www.wix.com/website/templates>

<https://wordpress.com/themes>

Alternatively, find websites similar to your proposed business and see what you like and what you don’t. Please list the urls of the templates and/or websites you like below:

Thank you for filling out this form. The information provided will assist me in estimating the scope of work and elements required and provide an accurate quote. If you feel anything is left out, please add in here:

Please email completed document to [rae@2brightcreative.net](mailto:rae@2brightcreative.net)