

**Web Design Brief Template**

Your Project Title Here

**Prepared By:** Your Name

**Prepared On:** xx/xx/xx

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| This Web Design Brief Template has been prepared by **Authentic Style**. Please complete this document using our [accompanying blog pos](https://vainasherstudios.com/2025/08/17/innovative-solutions-insights-from-business-consulting/)[t](https://authenticstyle.co.uk/how-to-write-a-web-design-brief/). You can also click on the headings in each section of this document to jump to the pointers for that section in the accompanying article on our website. Enjoy! |

**1) Business overview***Information about your business and what kind of website you need.*

**Business name**

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**What sector are you in and what does your company do?**

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**Is this a website redesign project or a new website?**(if redesign, include your URL)

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**What sort of website do you require?**   
(Brochure or E-commerce)

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**What makes your business unique?**Why do your customers choose you instead of your competitors?

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**What’s wrong with your current website?**Is it not generating enough enquiries, selling enough products or difficult to manage? Have clients/customers mentioned problems with it too?

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**2) Objectives***Help us understand what will make your project a success and what you are looking to achieve.*

**Write your “goal statement”**For example: *“We need a new website that acts as a showcase for our business, allowing people to view information about the services we offer and how the quality of the service we provide is above and beyond what our competitors provide.”*

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**3) Your Target Audience / Market***Help us understand your audience. After all, your website is for them (not you).*

**What problem(s) are your customers/clients looking to solve?**

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**What gender are your customers?**

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**What age are they?**

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**Where do they live?**

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**Are they married, single? Do they have children?**

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**What hobbies do they have?**

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**What memberships do they subscribe to?** (E.g. Netflix, Gym, Golf Club)

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**What newspapers / magazines do they read? And where do they shop?**For example: *Financial Times, The Guardian, GQ, Okay / Tesco, Waitrose, Sainsburys, LIDL*

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**Write websites do they frequently visit?**For example: *BBC, Amazon, Facebook, Instagram YouTube, DailyMail, Rightmove, LinkedIn)*

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**4) The Problem You Are Facing***Lean into the problems your business is facing so we can recommend solutions.*

**What is the main problem(s) your business is facing right now?**

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**5) Your Competitors***Help us understand who your main competitors are.*

**Who are your top 3 competitors? List them and their websites below:**

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**Are there things your competitors are doing well? What are they?**

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**Are there things your competitors are doing badly? What are they?**

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**Do you feel your business needs to *stand out* or *fit in* within the marketplace?**

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**6) Project Timescales***A simple bespoke brochure website designed from the ground up generally takes 6 weeks to complete. An E-commerce website around 12 weeks.*

**When are you looking to launch your new website?**

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**Have you selected this date / timescale for a reason?**Is there an event / product launch / something else that coincides with this date?

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**7) Project Budget***Disclosing your budget allows us to recommend the best solution for your needs as there are many ways to build a website.*

**What is your budget for this project?**

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**8) Project Specifics***Information specifically related to your new website.*

**a) What features or functionality does your new website require?**For example; a booking system, live chat, availability calendar, online courses, event tickets etc etc

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**b) What pages/sections/categories will your new website need?**Brochure site example: Home - About - Services - Blog - Contact  
E-commerce: Home - About - Shop Category 1 - Shop Category 2 - Blog - Contact

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**c) What are your content requirements?**Have you already written content for your new website? If you have an existing website can content be taken from that, or are you looking to rework/improve it?

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**d) How will you encourage people to take action on your website?**Will you ask people to “Schedule a call”, “Book a consultation” or “Talk to us” when asking them to take action on your website?

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**e) What websites do you like and/or dislike and why?**Letting us know what website designs you like and dislike helps us get a feel for the style you would like to emulate with your new website.

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**f) Digital marketing and SEO (search engine optimisation) requirements**Once your website has launched, are you looking to use digital marketing to drive traffic to it, and/or search engine optimisation so it ranks higher on Google?

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**g) Domain name and hosting**Do you have access to your domain name and who is it registered with (e.g GoDaddy, 123-Reg)? AND if you have an existing website, who currently hosts it for you?

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**h) Ongoing website maintenance**Are you looking for help adding new content to your website once it has launched? Or will you handle this yourself?

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**i) Website analytics and tracking**If you have an existing website, are you using Google Analytics, Google Tag Manager or any other tracking software currently?

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**9) Contact Information***Assigning one point of contact for your web design project will mean it runs much smoother.*

**Who will be your project’s main point of contact?**Include their name, email and phone number:

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**10) How Will Your Project Be Awarded?***This section really helps web design companies plan their activities and will ensure you receive proposals in a timely manner.*

**What is the deadline for proposal submissions for this project?**

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**On what date will you be reviewing all proposal submissions?**

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**By what date will you decide who to award your project to?**

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| **Completed this document?**  **Please save and send the Word Document to us via email:**  [Ashley@Hazel-of-Halifax.com](mailto:Ashley@Hazel-of-Halifax.com)  We would be delighted to prepare a proposal for your consideration and we look forward to hopefully working with you on your project. |