



# Start Digital Web Design Brief

## Background Information

- New or replacement site?
- If replacement, what is the current domain (URL) and:
  - Require staging site during build?
  - Analytics used / account access or reports
  - Motivation for change?
- What are the organisational goals are for the website – what do you want to achieve from the new site? (Goals should be SMART: specific, measurable, achievable, realistic, and have a timeframe)

## Target Audience

- Who is your target audience?
  - May be more than one / May be different from your customers (for example a non-profit may target individual donations and highlight their work and a second audience is sponsors)
  - Do you have an ideal customer profile?
  - What will they come to your website for? (articles/reviews/contact details/pricing ?)

## Content

- What does the organisation do ? A short summary, with products/services/history etc.
  - List the subject areas – from most important to least, focus on topics and clusters (which can then become the site map).
  - Is there a variety of content available to tell the story (photos, videos, text, diagrams, etc)
- Privacy statement & Terms of Use – cover these off and include Google friendly privacy statement if you plan on using Adwords, AdSense, etc <http://support.google.com/adwords/bin/answer.py?hl=en&answer=100746> (Specific Privacy Policy requirements will be effected by your Calls to Action – how your site interacts with visitors).
- Who is going to write the content, or edit the old content for the new site? Will it be done with Search Engine Optimisation (SEO) in mind? (See below section on SEO)

## Call to Action

- What do you want people to do when they get to the site?
  - Buy from the shop / complete enquiry form / call us / read lots of articles / sign-up to the newsletter / sign up to the RSS / ???
- What are the two most important calls to action that will be on the home page?

## Social Media and Sharing

- Where do you target audience(s) spend time online?



- What avenues do you need for sharing your content (links on the page using Social Sharing to LinkedIn, Google+, Facebook, Twitter, etc)
- What Social Media presence do you have (or need) – and how is that going to be presented on the site (Facebook Like box, follow us on twitter, and include the latest from your twitter stream etc).

### **Functional Requirements**

The list above, including content and calls to action, will give you a clear picture of what functions are required in the website, such as:

- A blog
- Social media widgets for activity stream
- Members only content area (paid or free)
- Payment gateways required? If so, which ones?
- E-commerce capabilities (including a sub-set of specific features, such as having specials, discounts, featured products, customer reviews, etc).
- Advertising or sponsors

### **Design Assets**

- Logos, colours, style guide, off-line marketing materials

### **Design Ideas**

- If a rebuild of the current site – what do you like / dislike about the current site
- Three to five websites with design ideas that you like (can be from your industry or another)
- Competitor's websites (three to five)

### **Technology issues**

- Domain name account details, hosting, etc – have all the details together to make for a smooth transition to the new site

### **Search Engine Optimisation (SEO)**

- Do you have a set of priority keywords and phrases ?
- Will this be addressed in the build / how ?
- How is this measured after the build ? what are the metrics / KPI's (before and after analysis of traffic, referring sites, terms ?)
- Content editing to be done with SEO in mind ... in-house or by specialist?

### **Practical Issues**

- What's your budget?
  - Is it realistic for the features and functions you want?
  - What are the priority issues, and can it be staged if the budget doesn't cover the wish-list?
- Timeline – how long and what's the deadline?
- Who will project manage (for yourself / agency)