

Web Design Brief

About Your Company / Business

Company / Brand Values are:

Your Unique Selling Points are:

Website Objectives

Write a brief outline of what you hope your new website will achieve for you / your business

Our measure of success would be:

Target audience/markets

Write a brief outline of who you hope to attract to your business via your website

Competitors

Our nearest current competitors are:

Name	Web Address

Who would you like to compete with the most?

Name	Web Address

Call to action

What action(s) do you most want people to take when visiting your website
(view portfolio, call, make a booking etc)

Current website

What we don't like about the current site:

What we like about the current site:

Things to retain from the current website:

Reference websites

Please supply links to at least 2 websites that you like the look / feel of

Competitors

Competitor #1	Web Address / URL
Name	
<i>We like this site because...However, we don't like...</i>	
Competitor #2	Web Address / URL
Name	
<i>We like this site because...However, we don't like...</i>	

Technical information

Your Hosting Account Info

Name of Company / URL	
Username	
Password	

Your WordPress Dashboard Login info

Name of Company / URL	
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Username	
Password	

Social Media account URL's
