# WEBSITE BOUTIQUE

Website Brief Template

| Project Info. | |
|---|---|
| **Company:** | |
| **Key client contact(s):** | |
| **Mobile:** | **Email:** |
| **Project start date:** | **Website launch date:** |
| **Website URL:**<br>If you do not have a URL please purchase from GoDaddy. | **Website budget (in AUD):**<br>Range: $3,000 for a simple WordPress site with 5 pages & SEO, to $15,000 for a fully designed & customised site with 10 pages and eCommerce. |

**Company Overview:**
How long have you been in business? What are the main products or services you offer? Who are your key competitors? How do you differentiate from them? What is the main message you want to promote online?

## What is the purpose of your website?
Are you selling products? Creating brand awareness? Generating leads?
Is it a brand new site or a redesign? If a redesign, what are the issues with your current site?

## Target audience:
Who is your typical client? Where are they based? Are they an individual or organisation? What action do you want them to take as a result of visiting your website?

## Website Scope & Features: Outline the key elements you need in your website e.g. About Us, News page / blog, eCommerce platform, online event or appointment booking, brochure / catalogue pages, user registration / member section, newsletter sign-ups, Contact or other online forms, Helpdesk, live chat function etc.

## Example websites: Please list any websites (same industry or other) that you like and tell us what you like about them.

## Project Responsibilities: Who will be doing what - client or Website Boutique?

| | |
|---|---|
| **Design:** Do you have an existing logo and brand guidelines that we will be working to? If yes, please supply. Brand design comes before website design. | |
| **Content:** Will you supply finished content or do you want us to provide editing or copywriting services? | |
| **Imagery:** Do you have professional images or do you plan to use stock images? Do you need assistance with sourcing images and assets? | |
| **Search Engine Optimisation:** Would you like your site optimised for search as part of the initial build? | |
| **Digital marketing:** Do you require support with your post-launch marketing e.g. social media, email marketing, paid adwords? | |
| **Content updates:** Do you require support with ongoing website management and updating? | |

## How will you measure success?:
e.g. Increased sales or client sign ups, improved productivity, google analytics metrics etc.

**Legal & technical requirements:** e.g. compliance with EU GDPR, accessibility, link to specific payment gateway, hosting requirements etc.