



Our template for writing
the **ultimate** website brief
that your agency will **love**.



Introduction

So you're considering a new website, but you're not sure how to write the brief to send out to agencies? Or, maybe you're having trouble defining your requirements in order to receive quotes for your upcoming website project?

Founded in 2008, WebBox has seen our fair share of excellent briefs (and some not so good ones too!). So, we created this guide and template to help you start this process. Assuming you complete all sections of the template with as much information as possible, we're sure you will be able to add your name to our list of top website briefs that we have read!

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Why write a website brief?

As per any other brief or request for proposal (RFP), the idea behind a written website brief is to define your requirements and ensure that suitable agencies fully understand those requirements.

In our experience, we have seen many clients omit this step, which has caused so many problems during the project. In some cases, this has seen them abandon the project altogether (prior to them contacting WebBox!).

This is why we're big believers in writing a website brief, even if the detailed functional requirements have yet to be defined.

On the flip side, it also allows agencies like us to self-qualify themselves for the project. For example, if you need the project completed by a particular date, yet we're unable to deliver the project by that date due to our current workload, then we can kindly decline to submit a proposal, thus not wasting your time in reviewing proposals from agencies that don't meet your requirements.

So, let's get started!

Below, you will find our website brief template which you are welcome to populate and send back to us. Of course, feel free to ask us any questions as you're working on this!

Can we help? Yes, just email us at contact@webboxdigital.co.uk and use the subject line '**Website Brief Template – can you help?!**'

Introduction

Website Brief Template by WebBox

Tell us a little bit about you

(we're noseey and want to get to know you!)

Add response

What makes you unique?

Add response

What's the size and structure of the business?

Add response

Target Audience(s)

Can you tell us who your target audience(s) is?

Try and be as specific as possible.

Add response

Current Website

What's the address(es) of your current website(s)?

Add response

What are the pain points with it?

Add response

What do you like about it?

Add response

Objectives

What do you want to achieve at the end of this project?

Add response

Measuring Success

Using numbers/statistics, tell us what needs to be achieved for you to consider this project a success?

(i.e. x% reduction in data entry time, reduce the bounce rate by x% or increase sales/enquiries by x%)

Add response

Website Features

Let's dive into the requirements of the website. What does it need to do? How will it function?

(i.e. the website should sell products which will be categorised by the manufacturer. We accept payments using Stripe and Paypal, and offer free shipping on all orders...)

Add response

Content

Can you list the pages that are required on the website?

It's no problem if you can't at this stage, as we can help with this! Alternatively, do you have a rough idea of the number of pages and/or products that you require?

Add response

Will you provide the content to us?

Add response

Do you require us to write the content for the website?

Add response

Are you happy to enter the content within the Content Management System, or would you prefer us to do that?

Add response

Timeline

Does the website need to be live by a particular date?

Add response

Are you open to suggested timelines based on the final scope of work?

Add response

Budget

What's the budget for the project, and what does this include?

e.g. £x +VAT and this excludes hosting and on-going support.

Why do you ask this? An experienced agency will know what can be delivered within a particular budget, and this will likely dictate what is proposed to you. For example, working with a higher budget allows us to spend more time on user experience (UX) design, or a thorough digital marketing campaign. If the budget is lower, we might need to reduce the scope of work so that we can deliver a product within the budget. Specifying a budget or price range, however vague, is the best way to direct an agency.

Add response

Competitors

Who are your competitors and main players in the sector?

Add response

Jealous!

What websites do you like the look of and why?

Add response

Point(s) of contact

Who will be the main point(s) of contact for this project?

Add response

Process

**Tell us about the process that you will take to assess the proposal?
What are the key dates that we should work towards?**

e.g. We are sending this brief out to 3 agencies and would like the process to progress as follows;

- Proposals returned by:
- Shortlisted agencies by:
- Presentations:
- Project Commencement:

Add response

Deliverables

What would you like agencies to come back to you with?

e.g. a proposal, 3 case studies and 3 recommendations.

Add response

Can we help?

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