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| C:\Users\agriffiths\Desktop\logo.png | Website Project Briefing Document |

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| ***Client / Project Overview*** | |
| **Client** |  |
| **Client Contact** |  |
| **Project Name** |  |
| **Project Deadline** |  |
| **Project Budget**  *If unknown or undecided, please try to give a range as this could influence the approach we take to research, testing, and / or development.*  *If you have a good idea of your budget, please split out by project, hosting, ongoing technical support, and marketing (if applicable)* |  |

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| ***Audiences, competitors, and users*** | |
| **Key audiences**  *Please be as detailed as possible about your website user groups – things like demographics, location, job titles, etc, are all useful.* |  |
| **Website user needs / motivations**  *Why do people visit your website? If you have multiple user groups please give an overview of how these motivations might differ between each of them.* |  |
| **Competitors**  *Please list 3-5 of your key competitors and give an overview of how their offering/s differ to yours.* |  |
| **Personas**  *Do you have user personas? If not, please give your best guess at your users’ wants, need, and fears in relation to your website experience.* |  |
| **User Research**  *Have you performed any user research? If yes, please include details of any qualitative or quantitative analysis. Please feel free to attach any additional useful documentation when you submit this form.* |  |

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| ***Website Objectives*** | |
| **What are your primary objectives?**  *Depending on the business, these would usually be leads, sales, awareness, etc* |  |
| **Do you have secondary objectives? If so, what are they?** |  |
| **KPIs**  *What are the KPIs being measured at the moment?* |  |

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| ***Technical & Functional requirements*** | |
| **CMS**  *Do you have a preferred CMS platform e.g. Opensource (WordPress or Drupal)* |  |
| **Previous project experience**  *Please describe the process you followed in your last website project (i.e. Discovery, Research, UX, Design, Development etc.)* |  |
| **Existing functionality**  *What existing functionality from your current site needs to remain (please provide links, if possible)* |  |
| **Desired functionality**  *What additional functionality do you require (please provide examples if possible and split into ‘must haves’ and ‘nice to haves’)* |  |
| **Integrations**  *Will the website need to integrate with any third party or back end systems e.g. CRM, ERP etc. If yes please advise how these are connected, if known.* |  |

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| ***Design*** | |
| **Brand guidelines**  *Do you have brand guidelines, and if so, how strictly do they need to be adhered to?* |  |
| **Inspiration**  *List up to three relevant websites that visually inspire you and why?* |  |

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| ***Additional Information*** | |
| **Content**  *(a) Will you be creating new content for the site or using existing?*  *(b) If you are creating new content, will you be uploading this yourselves?*  *(c) Do you have internal resource for this, or will you require the use of our copywriters?* |  |
| **SEO**  *(a) How is SEO on the current site managed, if at all?*  *(b) How will SEO be managed on an ongoing basis. Will this be in-house or will you need agency support?* |  |
| **Hosting**  *Do you have an existing partner for hosting or will you require us to support this?* |  |
| **Access to platforms**  *Will you be able to provide access to platforms such as the current CMS, Google Analytics, Google Tag Manager, and other third-party tools such as heat-mapping software for research purposes?* |  |
| **Additional services required**  *Do you require agency support across any other element of digital – i.e. search marketing, email, CRO, display, social media, tracking, analytics, etc? If so, please give a brief outline.* |  |
| **Training**  *Are there any areas of digital where you feel your team / organisation would benefit from up-skilling through bespoke training?* |  |

**Glossary**

We are aware that Digital Marketing is full or acronyms and terms which may not be familiar to all. Therefore, we have created a glossary of digital marketing terms should you require it:

[**https://www.coastdigital.co.uk/digital-marketing-glossary/**](https://www.coastdigital.co.uk/digital-marketing-glossary/)

**Thank you for your brief!**

Please send to your contact, [ross.henderson@coastdigital.co.uk](mailto:ross.henderson@coastdigital.co.uk).