

Cambridge Web Solutions

Website design brief

Completing this short survey to the best of your ability will help us create the best website we can for your business or organization.

Business profile

1. What does your company do?
2. Please give a brief overview of your company.
3. What are your products or services?
4. Do you have a unique selling point? If so, what is it?
5. What is the overall objective of your company in the next three to five years?

6. Do you have any existing logos, business stationery, advertising or marketing material?

7. Do you currently use social media to promote your company?

8. Who are your target markets? Please describe the different types of visitors with as much detail as possible.

9. Who are your competitors and how do you differ from them?

Your current website

1. What specific areas of your current website do you feel are successful?
Why are they successful?

2. What three things would you change on your current website if you could?

3. How important is it to maintain your current look and feel, logo, and branding?

Your new website

1. What would you like your website to achieve?
3. What would you like visitors to do after visiting the website?
4. Please outline any ideas for features you have for your site. Are there any features you want to include which are not on your current site?
5. Could your new website improve your work processes, are there any tasks that can be streamlined and integrated into the website?
5. What do you imagine people will use your site for? What do they want to do there?

Website design

1. How do you want people to feel about your company from viewing your website?

2. Do you have any sites you have seen recently that you like the look of? Or anything you do not like? Please describe why.

Content and website management

1. Will you be providing content for the website?

2. Do you wish to add to and update the content yourself?

3. Do you need a professional copywriter?

4. Do you want to be able to add new images, pages (shop: categories, products etc) case studies, testimonials and anything else you can think of?

5. Do you need images/photographs for the website? Do you need a professional photographer?

6. How many pages do you estimate the website to have?

Scope/technical requirements

1. Do you require a domain name(s)
2. Do you require website hosting?
3. How important is it to rank highly in search engines?

Project constraints

1. What is the project timescale?
2. What is your budget for the new website?
3. Are there any milestones to consider?
4. Who is the main point of contact within your company?

Additional Comments

Please list anything else that may be relevant, even if you don't think it is.

Finished? Please save this file and email to info@cambridgewebsolutions.co.uk.

Now go and make yourself a nice drink, you deserve it.