New Website Planner



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A structured and thorough project brief is a critical component in developing an accurate estimate for a website project. Your answers to the questions below will help you define your vision for your site and will help your agency understand the scope of your project.

Answer as many questions as you can, and skip any that are not applicable to your project.

About You

Do you offer a product, service, both, or something different?

_____

Who are your competitors and how are you different from them? What is your unique selling point?

_____

_____

_____

Briefly describe your typical customers:

_____

_____

_____

How do people find you online? Do people search for your product/service by name?

_____

_____

_____

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About Your Project

What is the primary goal of this website? (Brand positioning, capture new business leads, sell products online, etc.)

_____

_____

Do you currently have a website? If so, explain your favorite and least favorite aspects of your site:

_____

_____

_____

What are the most important website pages that you would like to see on your site?

_____

_____

What is the total number of pages you expect your website to have at launch? (Including all primary pages and subpages.)

_____

_____

Will your website require any special features, such as:

- ☐ Blog
- ☐ Newsletter subscription signup
- ☐ Search functionality
- ☐ Shopping cart
- ☐ Large photo galleries
- ☐ Forms other than a typical contact form
- ☐ Calls to action
- ☐ Member/Customer/Employee login
- ☐ Inbound marketing software (e.g., HubSpot or Marketo) or CRM integration
- ☐ Special social media integration
- ☐ Content offers/landing pages
- ☐ Other: _____

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What words would you use to describe the design of your dream site:

Elegant – Friendly – Prestigious – Dark – Light – Warm – Modern – Playful – Minimalist – Colorful – Serious – Approachable – Calm – Clean – Funny – Fashionable – Powerful

What is your project budget range? _____

What is your ideal launch date? _____

Will you be writing the content for the site?

☐ Yes ☐ No ☐ Partial

Do you have existing media (stock photography, professional photography, videos, etc.)?

☐ Yes ☐ No ☐ Partial

Do you need help with search engine optimization?

☐ Yes ☐ No ☐ Partial

Will you want to edit or manage the site yourself?

☐ Yes ☐ No ☐ Partial

Do you have a web address already registered?

☐ Yes ☐ No

Do you currently have web hosting? ☐ Yes ☐ No

If yes, what is the name of the hosting company: _____

List 3 to 5 business websites that you like, and the specific things you like about them.

1. _____
2. _____
3. _____
4. _____
5. _____

Other thoughts or comments:

_____

_____

_____