



To Deanne Tager Smith, 20th October 2020

301 Website Design Brief

Product/Service: **Website redesign**

Domain name:

Project timings: Project start: delivery date:

Aims Key reason for producing/updating this website:

Audience Who is the website aimed at?

Key facts What key facts must be highlighted in the website?

-
-
-
-

USPs What are the company USPs?

Action How do we want people to think/act after visiting the website?

- To increase traffic to the website
- To raise the brand profile of the company/organisation
- To generate enquiries/sales
- To move into new markets
- To attract the best new recruits



Buying Is there a user buying sequence?

Response What is your likely method of response to enquiries?

- Call back:
- Email: with x hrs response,
- Other:

Social Media What social media links are to be included?

- LinkedIn:
- Facebook:
- Twitter:
- YouTube:
- Instagram:
- Others:

Social Media integration: do you require a Twitter or Facebook feed?

Site Plan What is the site content/site plan?

- Areas/sections of the site:

- Total pages:
- Interactive elements:
- Audio:
- Video integration:
- Map generation:
- Contact details:
- Enquiry forms:
- Careers section:
- Other:



Maintenance/CMS What areas of the site do you need to update regularly?

Who is going to be updating the site?

How much assistance and updating do you need from 301?

Third-party Integration Do you need to link to a CRM or other system?

Content What content exists or will need to be generated?

- Existing branding/design styles:
- Copy, Text, Headlines, Strapline:
- Photography:
- Illustrations:
- Icons/graphics:
- Video:
- Downloadable documents:
- Other language translations:

Audit Do you need a full content audit of the current site?

Future What else needs to be considered in the future?

- Hosting:
- Site maintenance and updates:
- Search engine marketing:
- Other online/offline marketing:
- Further site development:
- New language sites etc:
- Other:

If you have any questions please call.

Kind regards, **David Boxall, 07770 388301**