

FREE TEMPLATE

Website design brief

Fill this in and send it to whoever you are asking to quote, including people who are not us.

Three quotes against the same page are comparable. Three quotes against a conversation are not.

01 What is the site for, in one sentence?

Not what it contains. What it is for. "Get plumbers in Watford to ring us" is a brief.

02 Who is coming to it?

Name them. Trade buyers, homeowners, HR managers at firms of two hundred people.

03 What should happen when they arrive?

One primary action. Ring, enquire, book, buy, download.

04 Roughly how many pages?

Rough is fine. Five, ten, forty.

05 What has to connect to what?

Booking, payments, stock, accounting, CRM, existing customer logins. This is where quotes diverge most.

06 Who writes the words, and who provides the pictures?

Waiting for content is the most common cause of delay on any website project.

07 Budget range

A range is enough. Withholding it gets you a quote for the wrong thing, not a better price.

08 When does it need to be live, and why that date?

A date attached to a reason gets planned around.

Ask each quote what is **EXCLUDED**. The excluded list is the honest one.