

Name of Brief/Project:	
Client Company Name:	
Client Contact Person:	
Clients Contact Details:	

Company Profile

What your company does:	
When was the company established:	
Relevant company history:	
How does the company differ from competitors:	
Other important information:	

Your Aims/Goals

What are your aims/goals for this project: (e.g. to launch a new business brand, generate sales, inform your customers, gather information etc)	
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Your Target Audience

Primary target audience:	
Secondary target audience:	
Demographic features: (age, sex, income, occupation, location)	

Budget & Time Scales

Budget: (helps give us a good idea of the type of solution we can provide)	
Start Date:	
End Date:	
Other important dates/time lines:	

Website Structure

Will a complete site map be provided: When:	
Has the navigation/sitemap been finalised:	
Has navigation/headings copy been finalised:	
Is there a preferred wireframe navigation structure for the site: (e.g. horizontal navigation at the top of each page)	
How many pages does/will the site have:	
In the case that no sitemap or navigation have been finalised - do you require advice in these areas:	

Website functionality requirements

Does the site require CMS (Content management system): (A separate brief may be required)	
Does the site require e-commerce elements:	
Does the site need to feed from or use a database:	
Does the site need a contact form (and does it feed through to an email address or database):	
Do you require flash elements:	

Website Hosting

Has a URL already been purchased: Please provide all details:	
Is there already website hosting/space: Please provide all details:	

Maintenance

Will your staff need to be trained on the website: If so, by whom:

Who will perform updates to the website:

Does Boswell Designs need to factor in updates/maintenance:

Content

Does the website need to compliment a style/logo/branding/marketing:

If so, will this be provided:

Mandatories: explain what elements are essential (e.g. logo, business tagline, certain imagery, colours)

Preferred colour pallet:

Preferred font: (Preferred web font if you corporate font does not work well online)

Page size: preferred size: Would you rather pages did or didnt scroll/resize:

Provide examples of websites you like the look of:

Designs/style/elements you DONT want to see:

Website Copy

How much copy is there for the site:

Who provides it:

When will the final proofed content be handed over:

Alternatively does Boswell Designs need to provide an extra quotation for a website copywriter:

Images

Will all images to be used on the website be provided:

If so, will they be web ready, or do they need to be edited:

If not, who will be sourcing these images (may require further briefing if Boswell Designs are to provide)

Will Alt text for each of the images be provided:

SEO

What are the Search engine optimisation requirements:

- Register site with search engines
- Analytics/reporting set up
- Meta tags/descriptions provided:
- Optimised content/copy written:

Will the website need to be registered with other directories:

Other Notes

Checklist - what to send to Boswell Designs:

1. Your completed website brief
2. Your corporate logo
3. CorporatesStyle guide (if you have one)
4. Corporate font
5. Imagery (if you have any) and any other asset you want to add to the site (video, pdfs, downloads etc)
6. Copy/text content
7. Sitemap/outline
8. Send us example of websites you like the look of

SAVE FILE