Website Development Brief

Background
Client name:
Address:
Email:
Phone:

Short summary about the company, about the industry and why is this website needed.

The Goal of the website:
Please describe the key goals of the website

Current website if available:
Link, login details
Please define if any content should be migrated

Target group:
Please describe who will be visiting the website

Competitors:
Short description of the competitors and link to their websites

Design brief
Are there any design guidelines which we have to use, logos, colors, fonts etc.
A short brief about how you would design the website: Eg: the website should be modern and up to date with animation or we would like use colors and design connected to our natural ingredients or the website design should strengthen our credibility as a professional lawyer company

Examples: pages which you like from design point of view and pages you do not

Languages:
In how many and which languages does the site need to be available

Sitemap & Brief description of the pages
It should show the menu points and a brief description of each of the pages with functions needed.
How many pages do you plan to have on the new website?

Brief description of the pages:

A detailed description of all the key pages and their functions, please see an example below.

- *Main page – Shows the product on offer, One big visual, with image slider for more images, price, discounted price, time left, until when delivered, below that information about materials, about the designer and optional video*
- *Product page for the deal of the day, photos, description, materials used, optional video + e-commerce module (quantity, shipping address, payment with credit card and Paypal)*
- *About us – one page, texts, images, links, videos*
- *News – posts' layout in chronological order*
- *Our designers*
    - *Overview: List of designers per alphabet, image, name, 5 designers per page*
    - *Details about the designer: One designer's photo, many products photos, description – standard layout for each designer*
- *FAQ – one page, 10-15 questions and answers*
- *Contact – one page, address, email, phone number and contact form*
- *Sign up as a designer – simple one-page explaining benefits and a contact form*
- *Links to social media, terms and conditions*

Content types:

In the above, please list here what kind of content types you would like to have on your website.

Like: texts, pictures, videos, graphs, any special animation etc

E-commerce functions

Product Information
- Number of Products: (e.g., 1-100, 101-500, 500+)
- Categories & Variations: (e.g., color, size, type)
- Product Details Required: (e.g., descriptions, images, SKUs)
- Inventory Management: (How will stock levels be managed? Do they need integration with existing inventory systems?)
- Bulk Import: (Will you need to import products in bulk? If so, from which format/source?)

Functionality
- User Account Features: (e.g., registration, order history, wishlists)
- Guest Checkout: (Do you want to allow customers to checkout without an account?)
- Shopping Cart: (Required features like adding/removing products, saving items for later)
- Product Search & Filtering: (Search by name, category, price range, etc.)
- Discounts & Promotions: (Coupons, discounts, bundle offers)
- Multi-Currency Support: (If yes, specify the currencies)

- Multi-Language Support: (If yes, specify the languages)
- Shipping & Delivery Options: (Shipping providers, in-store pickup, delivery zones)
- Return & Refund Policies: (Any specific conditions to be implemented on the website?)

Payment Information
- Preferred Payment Gateways: (e.g., PayPal, Stripe, Square)
- Payment Methods: (Credit cards, debit cards, digital wallets, bank transfers, Twint)
- Currency Support: (Primary currency and any additional currencies)
- Tax Configuration: (Applicable tax rules, VAT, etc., based on location)

Integration & Automation
- Third-Party Integrations: (E.g., CRM, email marketing, accounting software, analytics tools)
- Marketing Tools: (Integration with social media, SEO tools, Google Analytics, etc.)
- Newsletter Sign-Up: (Email marketing integration – Mailchimp, Klaviyo, etc.)
- Inventory Systems Integration: (Does it need to connect with external stock management tools?)
- Shipping Providers Integration: (E.g., FedEx, DHL, UPS)

Hosting & Platform Preferences
- E-commerce Platform Technology Preference: We recommend Wordpress with Woocommerce for simple or medium complexity web sites
- Hosting Requirements:
- Domain:

Customer Support & Communication
- Customer Support Integration: (Live chat, support tickets, FAQs)
- Contact Forms: (What forms will be required, e.g., contact us, support, quote request)
- Social Media Integration: (Links to social media profiles, embedded feeds)

Other functionalities
- Tracking Requirements: (Google Analytics, Facebook Pixel, e-commerce conversion tracking)
- Sales Reporting: (Do you need sales reports, product performance analytics, customer demographics?)
- Third-Party Tracking: (Affiliate marketing, remarketing tags)
- Document upload / download
- Calendar function, booking, reservation
- Any other third party software integration eg accounting, calendar, share prices, exchange rate calculator, Facebook feed, Instagram feed, specific API integration etc.
- Search function
- Donation function

- Lead collection module
- Banner, ad spaces
- Google Analytics integration
- Etc

Content Management System requirements:

Normally the different pages of the website can be edited, especially the texts and pictures can be easily changed. New pages, blog posts, products, etc. with the same structure can be added very easily. However, the structure of the different pages is much harder to modify. Please list here if there are any special requirements what should be editable.

Migration

How many and what type of content should be migrated? How many pages should be migrated? For how many pages do you plan to have new content?

Technical parameters:

- Please mention here if you would have any technical preference like we would like to have a Wordpress site as we are already familiar with its CMS. Or the Agency should propose
- SEO: Any special requirements regarding search engine optimisation
- Server, domain: Please let us know if you would like the agency to provide server and domain solutions
- Any special requirements on performance?
- Any special requirements on security?

Notes:

- All of our websites are responsive and mobile optimised
- SEO: The website will be technically optimised from SEO point of view eg: site speed, site structure, the use of headings, meta tags, sitemap, robot.txt file, SEO plugin etc

Training

Do you need a user manual? Which language?
Do you need a face-to-face training on how to use your site? In which language? Do you need multiple training sessions with different people?

Timing

Is there a hard deadline for the development of the new website?

Budget

Is there a fixed budget in which the development has to fit in? We know that you would like to get the best possible price and we will always give you a competitive offer. We can

propose you the right solution for the right budget - imagine you are looking for a 100sqm house in a residential area if you have a limited budget the agent would show you older houses in cheaper areas or lakeside villas with a view, garden and swimming pool.