

Website brief template

Fill this in before you ask for quotes. Send the same brief to every supplier so their prices describe the same project. One to two pages of answers is enough.

1 Business summary

What you do, where you work and who your customers are.

2 Goals

The one action you want visitors to take, plus 2-3 measurable goals (e.g. 40 quote requests a month).

Primary visitor action:	Goal 1:
Goal 2:	Goal 3:

3 Audience

Who visits, which devices they use, what they need to know and what worries them.

4 Pages (sitemap)

List the pages you need. Tick the ones that are essential at launch.

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|---|--|
| ☐ Homepage | ☐ Blog or guides |
| ☐ About | ☐ Privacy and cookie policy |
| ☐ Contact | ☐ Accessibility statement |
| ☐ Service / product pages: _____ | ☐ Other: _____ |
| ☐ Case studies or portfolio | ☐ Other: _____ |

5 Features

What the site must do beyond showing information.

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|---|--|
| ☐ Contact / quote forms | ☐ Multiple languages |
| ☐ Online bookings | ☐ Member or client area |
| ☐ Online payments / shop | ☐ Live chat or AI assistant |
| ☐ CRM or email integration | ☐ Other: _____ |

6 Content

What you will supply, and what you need written, photographed or illustrated.

We supply:	We need:
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7 Platform preference

If you have one, say why (who edits the site, existing systems, ownership).

8 Quality standards

Write these in so every quote includes them.

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|---|--|
| ☐ Core Web Vitals rated 'good' on mobile | ☐ Spam protection on forms |
| ☐ WCAG 2.2 level AA accessibility | ☐ Consent banner blocks non-essential cookies |
| ☐ HTTPS, tested backups, 2FA for admins | ☐ Redirects from every old URL |

9 Examples

Websites you like and dislike, with one sentence on why.

Like: <hr/>	Why: <hr/>
Like: <hr/>	Why: <hr/>
Dislike: <hr/>	Why: <hr/>

10 Budget

A range helps suppliers propose what is achievable. Include running costs.

Build budget range: <hr/>	Annual running budget: <hr/>
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11 Timeline

Launch date, fixed events, and your internal deadlines.

Launch date: <hr/>	Content complete by: <hr/>
Design approved by: <hr/>	Final sign-off by (name): <hr/>

12 After launch

Who maintains the site, and what support you need.

Site owner (name): <hr/>	Support needed: <hr/>
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+ Ownership check

Confirm these before the project starts.

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|---|--|
| ☐ Domain registered in the business's name | ☐ We hold the website admin login |
| ☐ We hold the hosting login | ☐ Design files and content handed over at the end |