The Web Briefing doc

Your Website

Let's get started...

Over the years Alive have built and managed many different types of websites, offering information, catching leads or selling brands. Each project brings a different and unique set of challenges which we love to explore.

A website is about your prospects/visitors and their needs. In this document we want to get under the skin of your business, explore your goals and ensure we nail your personality so we can inject these elements into the website so the communication to the customer is clear, measured and persuasive.

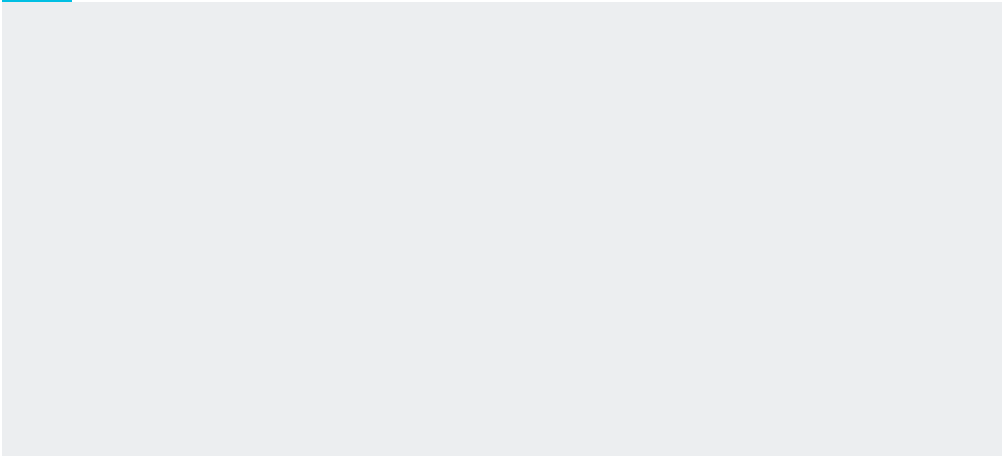The questions outlined in this document will help us create you the best website for your business. Therefore your time and thoughts are greatly appreciated.
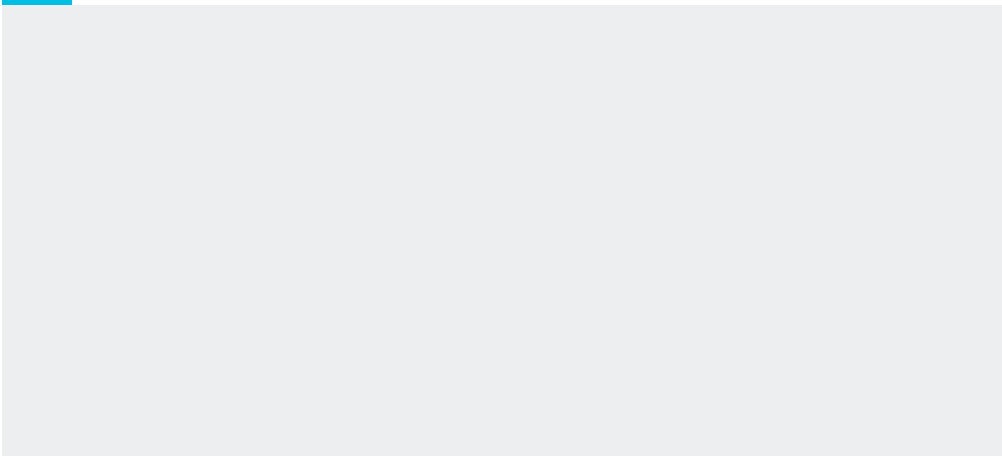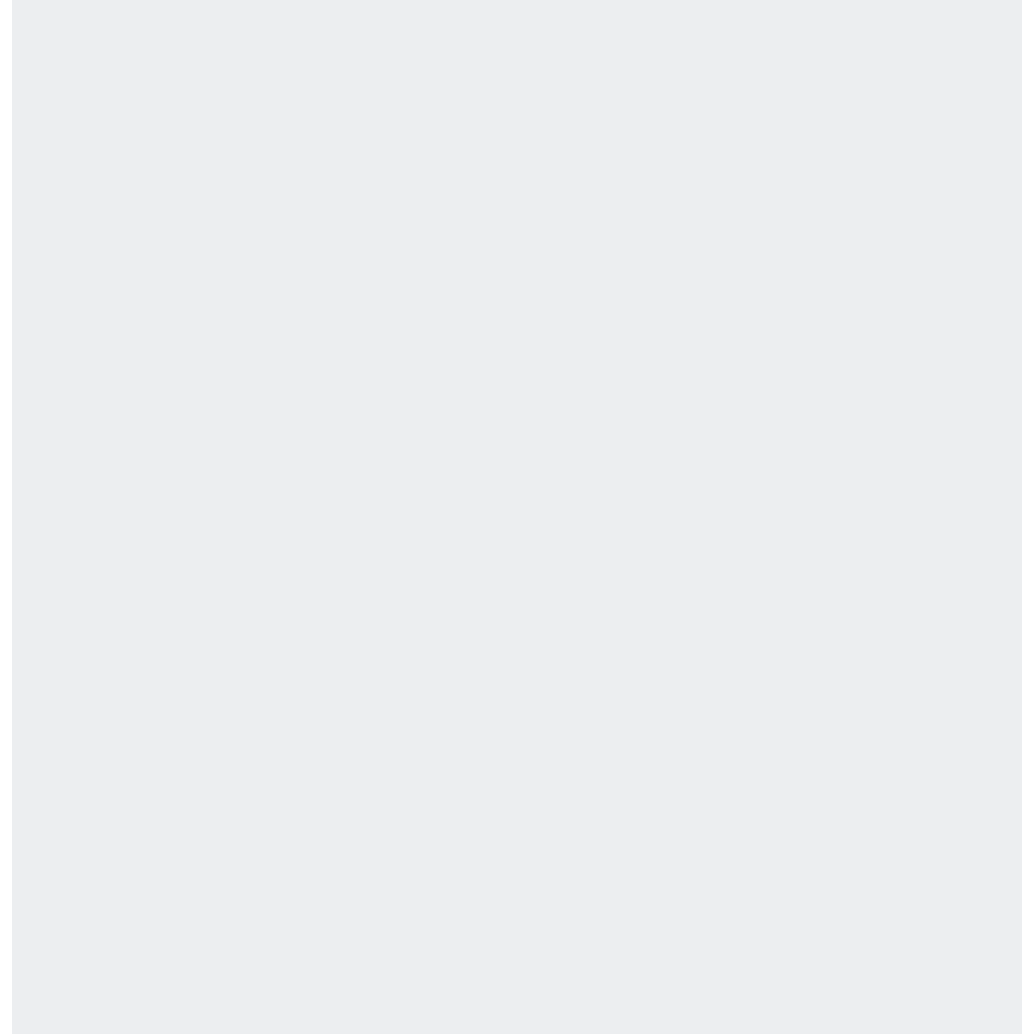
About you

1 Describe your business/organisation:

2 What is your unique selling point (USP)?

3 Why do you need a new website?

4   **Do you have an existing website?**   ● **YES**   ● **NO**

If no, please skip to 5. If yes, please supply the site address (URL):

Is there anything you like or need to keep from the current site?

Do you have any data collected from the current site (visitors, how people find your site, search terms used)?

5   **Who is your target audience?**

6 Who is your competition (descriptions/URLs)?

7 What is your estimated budget?

8 Do you have a required launch date?

9 Please list contacts/stakeholders for this project (info/role):

10 Describe any sign off processes for the content/design:
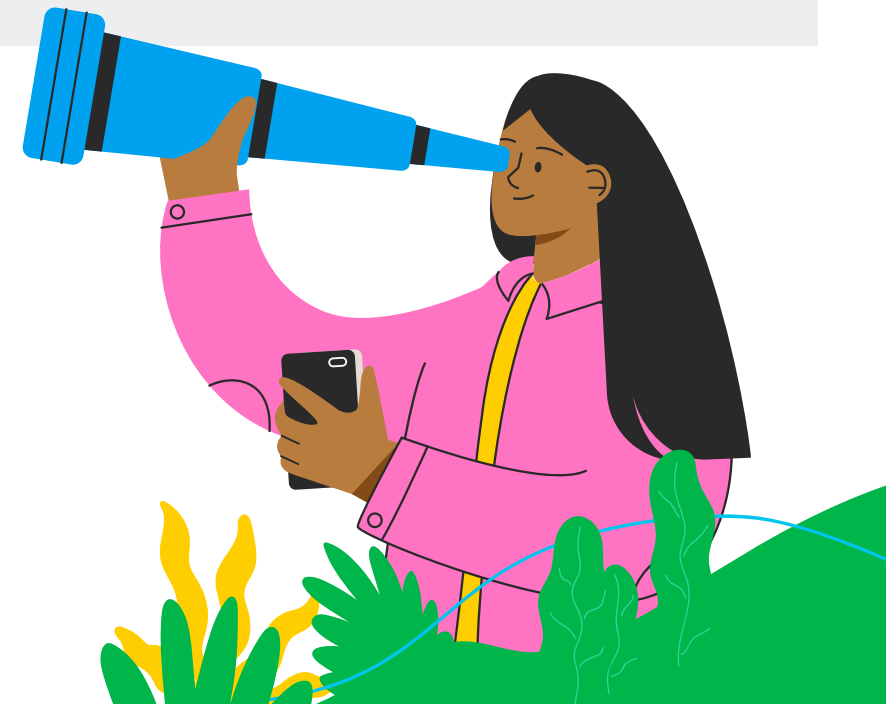
Website goals

1   **Describe your objectives for the new site?**

E.g. increase sales, become a resource centre, build the brand.

2   **How are you planning to turn visitors into prospects?**

E.g. forms, signups, data capture.

3   **List any business goals you think are worth us being aware of outside of the specific website goals?**

Site content

1 Do you have a site map (a list of pages to feature on the new web site)?

⬤ **YES** ⬤ **NO**

If yes please supply with content

2 What content will you be supplying to us for the new site?

⬤ Text

⬤ Photography

⬤ Brand graphics

⬤ Videos/animations

⬤ Document downloads

⬤ Other:

3 List and describe any content you wish for us to create:

We can help create any content that you need!

4 Is there anything that needs to be transferred from the old site (e.g. blog posts, documents)?
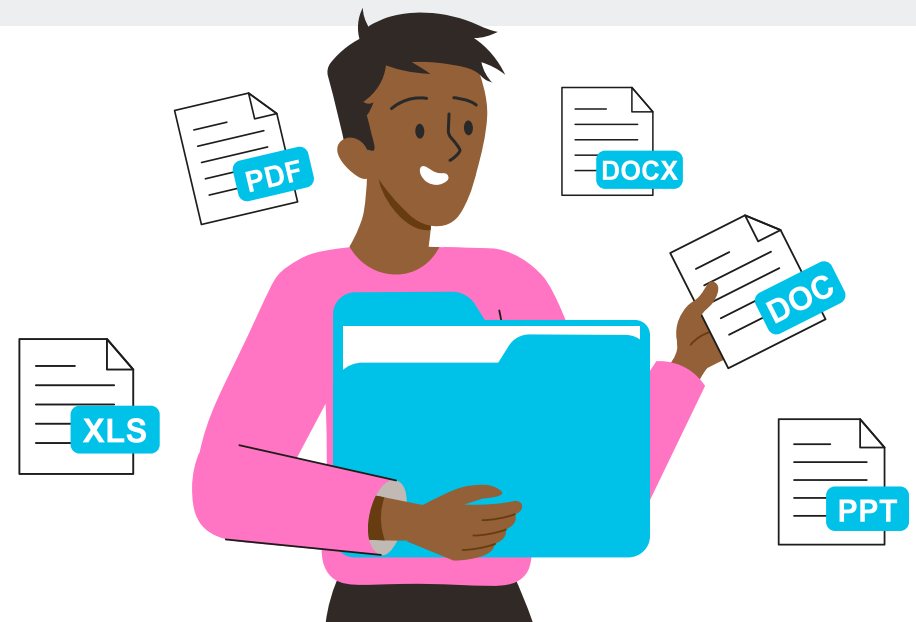
⬤ YES ⬤ NO

If yes, please overview what needs to be transferred:

5 Are there any social channels to appear on the site?

⬤ YES ⬤ NO

If yes, please list and supply their URLs:

Design criteria

1 **Do you have brand guidelines we need to follow?**

● YES ● NO

If yes, please supply. Enter the access details below if online:
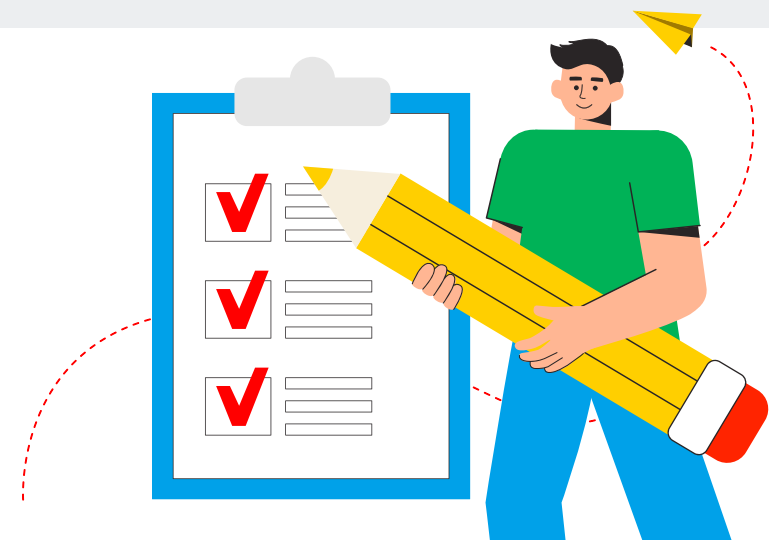
2 **Do you have a brand image/asset library?**

● YES ● NO

If yes, please supply access details:

3 **Do you have any accessibility requirements?**

● YES ● NO

If yes, please list them:

4 **Describe how you wish the site to look / feel:**

E.g. clean, eye catching, fun, friendly, corporate, bright.

5 **Please list any websites that you have seen that you like:**

Please list website urls.

6 **Any key features you wish to see?**

E.g. blogs, image libraries, sales integration tools, moving features such as video and animations.

Build criteria

1 **Do you already own a URL you wish to use?**

⬤ YES ⬤ NO

If yes, please supply:

If no, any suggestions to what the URL should be:

2 **Do you need a content management system (CMS)?**

⬤ YES ⬤ NO

If yes, please describe what you would wish to be able to update:

3 **Are there any technically specific requirements to your site we need to be aware of?**
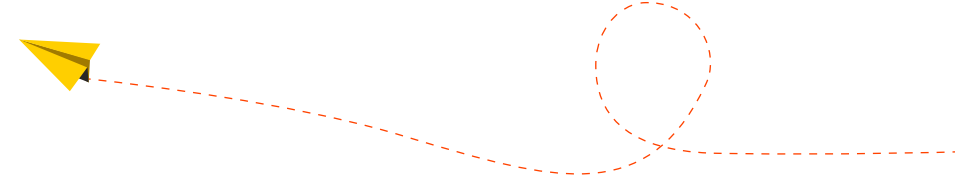
E.g. multi-lingual, Member login etc...

4 **Are there any legal requirements for the website?**

⬤ YES ⬤ NO

If yes, please describe below:
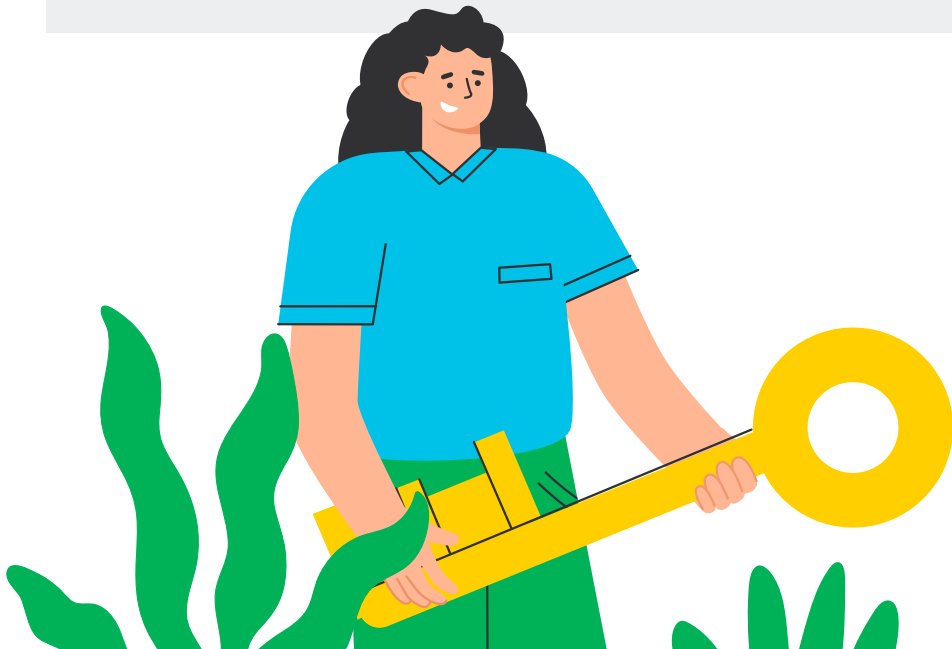
E.g. if holding data, GDPR compliance requirements.

5 Do you wish to host the site yourself?

◯ YES ◯ NO

If no we will include a cost for hosting but please list any security that we need to adhere to:

6 Do you have an SEO package in place?

◯ YES ◯ NO

If you have specific SEO needs, please can you ensure we have been informed prior to the project commencing. Detail below:

7 Do you have privacy policy, website terms and conditions, ecommerce T's and C's etc... already in place?

◯ YES ◯ NO

If yes, please supply us with the content.
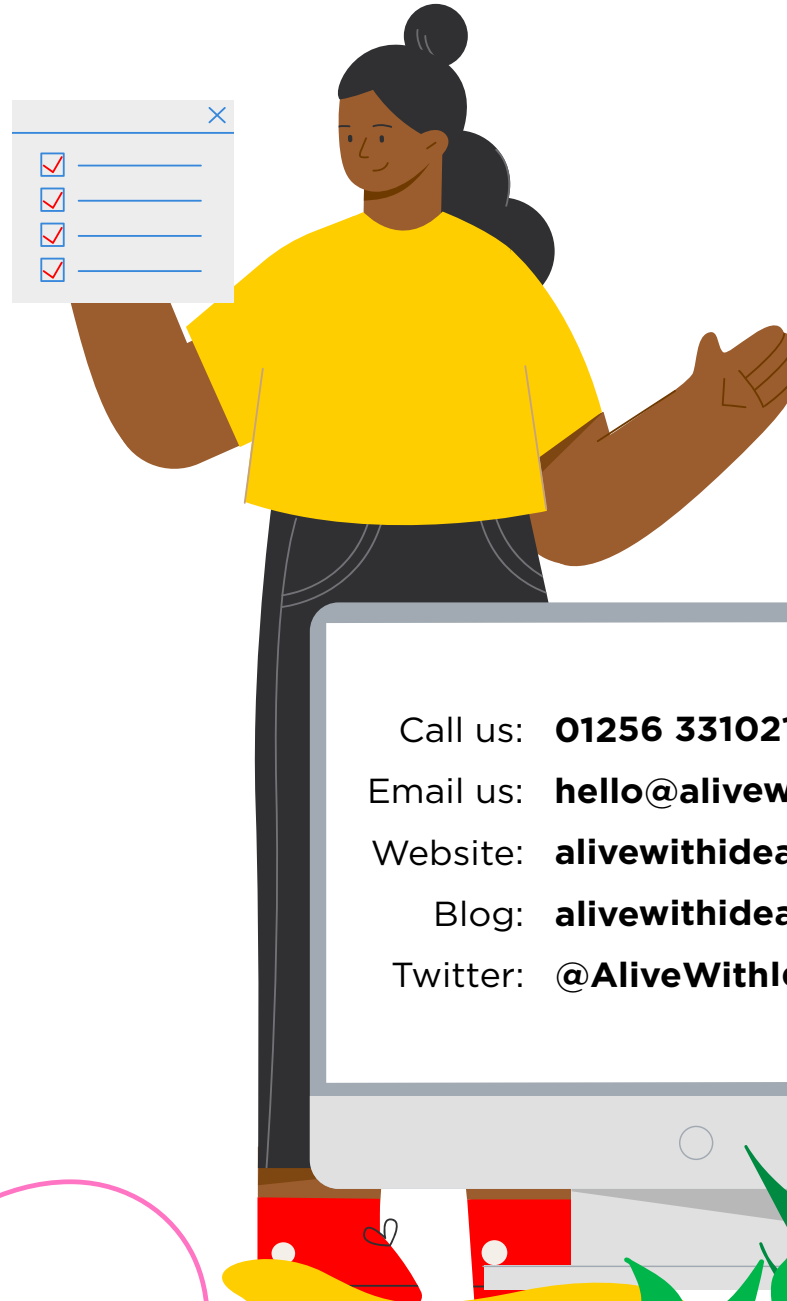
Thank you for your time and energy.

Your website is a reflection of your organisation's values and personality. We hope your answers will help us really get to know you better and create something that is a perfect fit.

If you have any questions, we're always here to discuss anything or chat through the finer details.

Let our journey together begin!

Call us: **01256 331021**

Email us: **hello@alivewithideas.com**

Website: **alivewithideas.com**

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