Creating a Website Brief

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Introduction

This document has been produced to help guide you through the process of creating a website brief, whether you are creating a new website; or redesigning and enhancing an existing one, creating a brief is vital to helping us understand your company, the project and get the best results for your venture.

Writing a website brief will inform us of your requirements; what you want to achieve; what you are marketing; the audience you are targeting; and a host of other useful information.

The information you provide needs to be clear and comprehensive; this will then enable us to provide you with an accurate cost and timeframe.

This document contains a list of essential components that we would like to know more about, please work through the sections and provide as much information as you can.

If you have any questions, feel free to give us a call.

"*The more you put in the more you get out, which is why we go that bit further to create sites that look great, work beautifully and get you the results you need.*"

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Your Business

A company overview to give us an understanding about:

- Who you are.

- What your business does.

- The products you sell or services you provide.

- How long your company has been established.

- What are you unique selling points (usp) as a company. What sets you apart from your competitors.

- How you market and promote your company, products or services.

- How you would describe your company.
  (use some adjectives and think about your company values and philiosophes.)

- Who your customers are.

- Who your competitors are.
  (list some websites and tell us what you think or like/dislike about them)

Your Website *(old and new)*

The New Website

An outline regarding what you want from your website. Please consider and comment about the following:

- Why you want a new website.

- The aims and purpose of the website.
  (e.g. to increase product awareness, generate more sales, advertise/promote your company and its products or services)

- Who is the target audience.
  (more on this later in this document)

- Provide a list of websites that you like in terms of appearance, style, design, presentation and/or functionality and your reasons for liking these.

- Any other ideas, information, requirements, guidance or preferences we should be aware of?

The Existing Website

If you already have a website but are looking to redesign and/or enhance it, please also tell us about the following:

- The URL *(the website address)*

- What you like *(or did like)* about your current website.

- What you dislike about it.

- What you want to change about it.

- Why it is no longer suitable.

- Access to the analytics of your website.
  (this will help us establish various usage and user interaction facts about your website and allow us to make smarter decisions)

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Technical Requirements

An overview to undertstand any specific technical requirements that you may have.

- Do you already own the domain name?

- Will you require hosting facilities?
  (typically we host the websites we build and there are reasons and benefits to this which we can explain to you)

- Does your target audience have any special needs or requirements that we need to consider and cater for in the website?

- We can also review Google Analytics to see how users are interacting with the website to give us a greater insight and indication.

- Who will be responsible for updating and maintaining your website?

- Will you require facility to manage and update the content? *(a CMS)*

- If you are unsure about requiring CMS, how often will the website be updated and will you have the time to do this yourself?

- Will you require a pay as you go service with adhoc amendments, or, would you prefer an ongoing support contract?

Your Users

Please tell us about your target audience:

- Who are they?

- What are their demographics? *(e.g. age, gender, social class, location etc)*

- How do you expect them to interact with and use your website?

- Why will they use your website?

- Where will they use your website?

> " *We put a huge amount of effort into every site we design and build to make sure it meets your exact requirements and the requirements of your customers.*"

Content, Design and Structure

Please provide some initial thoughts on the structure and content of the website.
Things you may wish to consider:

- Navigation/Structure *(what pages)*

- Appearance

- Functionality

- Layout

- Presentation of information

- Will you provide content? *(i.e. website copy)*

- If not, do you intend to use a copywriter?

- Will you provide images for the website? *(ensure you have considered copyrighting and licencing over images)*

- Have a look around and list any websites that you like in terms of layout, colours, design, features, navigation and structure etc.

Logo/Branding *(if required)*

Alongside your new website, you may require or wish to consider logo and branding for your business.

If you have an existing logo then is it still current and relevant, does it look professional and most importantly does it reflect your company/values and does it appeal to your potential audience?

If you require logo and branding then please consider these elements and we can guide you through the rest of the process.

Logo and Branding would be established as the initial phase in any project.

- Any preferences or requirements over the colours to be used?

- Logo styles.
  (typography, iconography, symbols, text only etc)

- Any buzz words you can think of to describe the style you are looking for?
  (e.g. modern, traditional, sleek, typography, calligraphy, high-end etc)

- Have a look around and find some example logos that you like in terms of styles/colours.
  (usually a google image search will help with this)

> "*Behind every great logo lies a story. Your branding should be reflective of the philosophy and values of the company.*"

Marketing

Alongside your new website, you may wish to consider the promotion of your business:

- How do you market and advertise your company?

- Do you have any digital marketing already in place?

    - If so, what?

    - If not, would you like to?

- Do you promote things via social media platforms? *(e.g. Facebook, Twitter, Google+ etc.)*

    - If so, what do you use?

    - If not, is this something you would like to consider?

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Budget and Timeframes

Project Budget

There are several reasons why having a budget is useful and why you shouldn't be worried about disclosing it to us. There are many different permutations, solutions and ways to create and build a website and choosing which approach to take is often determined by your budget. Therefore, having clear guidance on your expenditure, along with your business requirements, enables us to establish the best and most suitable solution for your company.

Please try and give us an indication of what you are willing to spend on the website build and then we can discuss a suitable solution. It might be possible to break the project down into phases to ease with the costs and we are more than happy to discuss this with you.

You will also need to consider budgeting for the marketing of your new website too, be this SEO, PPC, email marketing, social media or more traditional print marketing methods.

Project Timeframes

As with most projects, we like to be flexible on timeframes as we often work on multiple projects simultaneously and therefore cannot always guarantee exclusivity on yours. There are several reasons for this which we would be more than happy to explain in detail.

However, we will work with you to meet your expectations by setting a realistic timeframe for the project for us to achieve and this is something that we would love to discuss with you in greater detail.

It is, therefore, important that we are made aware of any specific dates or deadlines that you have in the early stages, to enable us to determine the practicalities involved.

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About Us

We are specialists in web design and internet solutions, offering a fantastic range of products and services.

We consider ourselves **"the complete solution providers"** being able to take any aspect of design from logo/identity creation through to a full featured web solution marketed to be an effective tool for your business and not simply a web presence.

As every site we build is bespoke, we never use templates, the whole process is tailored to your requirements. We review exactly what your aims for the website are and research this in order to create a website that will be suitable to your audience, in terms of giving the maximum usability, user experience and success. We plan content position and appearance through discussion and research and deliver initial wireframes for agreement before moving into the design phase.

We've been working in the web industry for a long time.

Our experience in design, development and project management spans across a wide range of web projects across a number of industries, but don't take our word for it - have a look at some of our work.

We have been trading since 2004, when we initially set up as Amasci Multimedia Solutions (sole tradership). The business has evolved and after establishing a solid footing in the industry we became VAT registered in May 2007.

We then took the business to the next level by becoming incorporated in May 2008, changing our full trading name to Amasci Creative Limited.

if you have any questions, feel free to give us a call.

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Our Services

**WEB DESIGN &
DEVELOPMENT**

**EMAIL
MARKETING**

**LOGO DESIGN
& BRANDING**

**PRINT
DESIGN**

**ECOMMERCE
WEBSITES**

**SEO & PPC
MANAGEMENT**

**HOSTING, EMAIL
& DOMAINS**

**WEBSITE SUPPORT
& MAINTENANCE**

Contact Us

If you have further questions about the proposal or want to review any of the aspects suggested within this document then please feel free to get in touch with us.

t. 01908 668 665

e. creative@amasci.co.uk

w. www.amasci.co.uk

Corner House,
4 Roslyn Court,
Willen,
Milton Keynes,
Buckinghamshire,
MK15 9LA

Amasci Creative Limited is registered in England and Wales with company number 6559198 and VAT number 910 0251 90.

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