FREE RESOURCE

Your Website Brief.

Fill this in before approaching any web designer — it saves time, sets expectations, and helps you get a more accurate quote. Takes about 10 minutes.

01 — ABOUT YOUR BUSINESS

What is your business name?

What do you do? (one or two sentences — as if explaining to a stranger)

Who are your customers?

Think about age, location, what they do, what problem they have.

What makes you different from competitors?

02 — THE WEBSITE

What type of website do you need?

■ New website from scratch ■ Redesign existing site ■ Landing page only ■ E-commerce store

What pages do you need?

e.g. Home, About, Services, Contact, Portfolio, Blog, Shop...

What is the primary goal of the website?

■ Get enquiries / leads ■ Sell products ■ Build credibility ■ Drive bookings ■ Something else

Do you have any of the following already? (tick all that apply)

■ Domain name   ■ Hosting (Hostinger)   ■ Logo   ■ Brand colours   ■ Photography

03 — DESIGN & STYLE

How would you describe the look and feel you're after?

■ Clean & minimal   ■ Bold & modern   ■ Warm & editorial   ■ Dark & premium   ■ Not sure yet

List 2–3 websites you like the look of (and what you like about them):

Any colours or fonts you definitely want or want to avoid?

04 — CONTENT & COPY

Who will write the text for the website?

■ I'll write it myself   ■ I'd like the designer to write it   ■ I have some — need help finishing   ■ Not sure yet

Do you have photos / images ready to use?

■ Yes — professional photography   ■ Yes — phone photos   ■ No — need stock images   ■ No — need a photographer

Are there any special features you need?

e.g. contact form, booking system, online shop, image gallery, custom calculator...

05 — BUDGET & TIMELINE

What is your approximate budget?

■ Under £200   ■ £200–£500   ■ £500–£1,000   ■ £1,000+   ■ Not sure yet

When do you need the site live?

■ As soon as possible   ■ Within a month   ■ 1–3 months   ■ No fixed deadline

Is there a specific reason for this deadline?

e.g. a product launch, an event, a campaign start date...

06 — ANYTHING ELSE

Is there anything else that would help a designer understand your project?

Concerns, constraints, things you've tried before, inspiration sources, brand values...