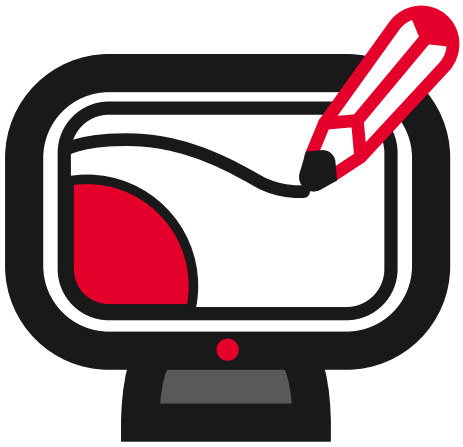


{ webwizards }
digital marketing magic

# This is Your { Web Brief }

# We Build
# { Digital Solutions }

Web Wizards' priority is to create customers for our customers by focusing on your business needs.
We design and develop websites and online marketing strategies that deliver maximum commercial results for you.

**We offer high quality, responsive, customised websites teamed with friendly, personal customer service based in Australia.**



**E-Commerce**



**Website Design**



**SEO**



**Logos & Branding**



**Web Development**



**Hosting & Domains**

# The Design Brief

This document was created to allow us to understand exactly what you like, in terms of design, and what you need, in terms of functionality. We use these answers and this brief to assist us in providing the best service for your needs and better results for your online project.

Please complete as much information as you can, and that is relevant to your project. If you've any questions or if you'd like to discuss the brief with a member of our team or project manager, please feel free to contact us.

**Please note: This document is designed for a paperless work flow. We like the environment, so instead of printing it out, open the document in Adobe Reader and click to type in the appropriate boxes. You can then save the document and email it back to us, without harming any trees. If you haven't got Adobe Reader, don't panic, you can download it for free at www.adobe.com.**

{ webwizards
digital marketing magic }

# Contact Details

## Client Details

Company Name:

Work Phone:

Address:

Website:

ABN:

## Client Liaison Details

Name:

Phone:

Mobile:

Email:

If you don't have a current website or domain name, let us know what you'd like and we'll register it for you. We'll need your ABN to do this.

Preferred Domain:



# About You

## Your Organisation

Could you please give a brief description of your company, your background and history and the services and products you're supplying.

What makes your organisation unique? What are your main USP's? Why do people choose your services / products over others?

## Your Organisation *(continued...)*

Who are your main competitors? Please provide competitor websites and things you like/dislike.

Will you require a product catalogue / shopping cart / checkout functionality?

Target market - Who will your website be primarily targeted towards?

What are the primary goals you'd like your website to achieve: traffic, sales, lead generation, subscibers, reputation, information?

# Website Structure

## Website Features

These are additional features to your quotation, if they are not already included in your quotation, there may be an additional cost.
**Please tick if you require any of the following:**

- ☐ Photo & Media Galleries
- ☐ Complete Quote / Feedback Forms
- ☐ Newsletter Subscriptions
- ☐ Members Only Section
- ☐ Film / Audio
- ☐ Calendar / Booking System
- ☐ Social Media Links
- ☐ Latest News / Blog

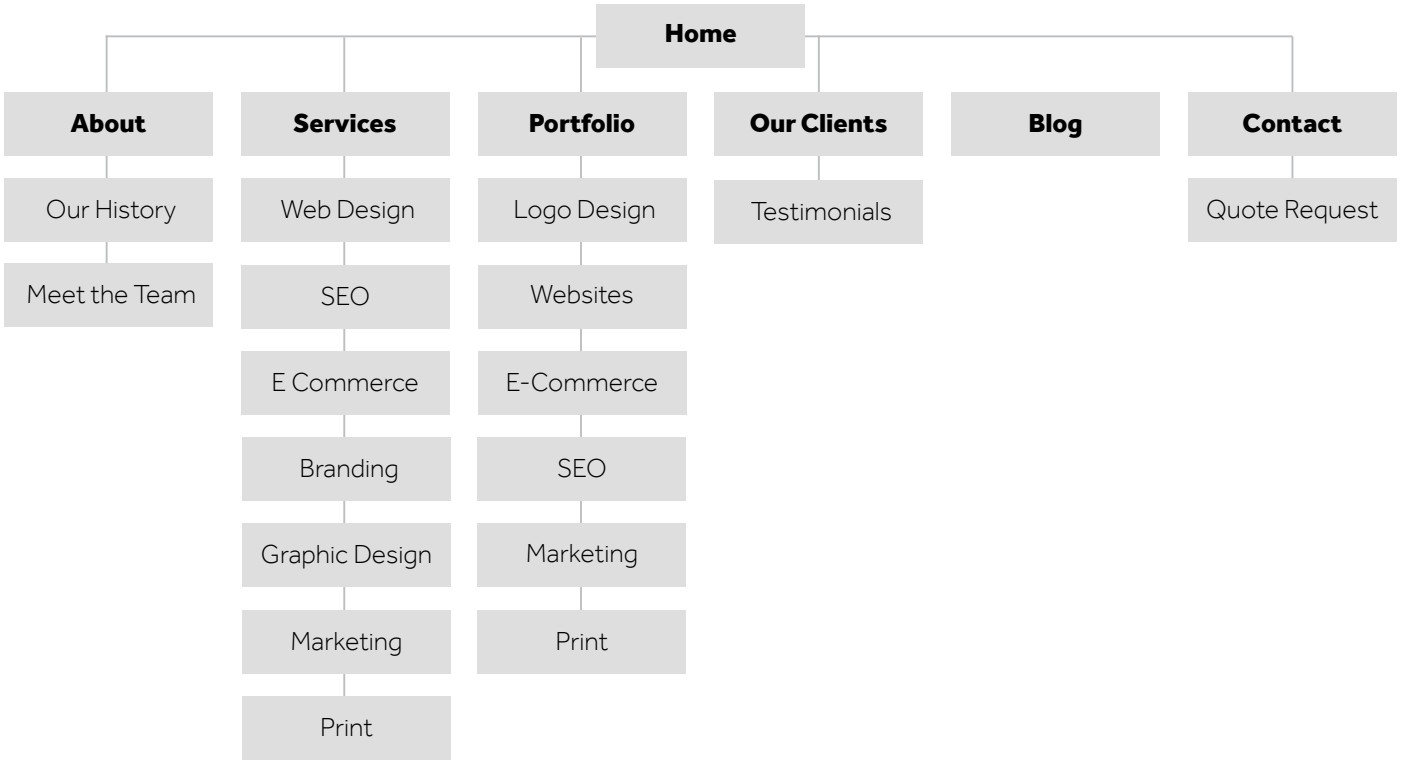
Other features required:

webwizards
digital marketing magic

# Wire-frame / Sitemap

Please try and list the names of pages and sub-pages you require. Once the site is built, you can add as many additional pages as you require, however, it's useful from the beginning to have a clear structure of how you want your website organised.

**Please see below, an example of a really basic site map.** Building this initial structure will then help you to build and organise your content and also assists us in the design and functionality process.




**Examples of useful pages might be:** About Us, Services, Sub-Services, Testimonials, Galleries, Feedback Forms, Contact Us, Projects, Latest News, Videos, Team Pages etc...



# Design & Styling

## Branding & Design

Describe what kind of style or look you'd like for your new website. For example, would you like it simple, modern, minimalist, organic, bright, youthful, elegant, prestigious, natural, etc...

Do you have any existing branding, colours, fonts or style that needs adhered to?

Do you have any particular imagery, products or photographs that you'd like to use on your website?

Do you require a photographer to take photographs of your services or products?

☐ Yes, please ☐ No, that won't be required.

**Please list a website or websites, that you like and the reasons you like them.** Please note, these website don't have to be in the same industry as you, you could like them purely for the design, functionality, imagery or style.

**Is there any websites that you don't like?** If you could provide the URL and reasons that would be great. If not, if you could please list things you aren't keen on, maybe you don't like too much negative space, bright colours or larger banners and complex menus.

# Let's Get Social

## Social Media Strategy

Do you currently have a social media marketing strategy? If so, please list the profiles you currently have set up:

Are you planning on integrating social media and other external services? If so, please list them:

Would you like us to set up or help with your social media profiles?

☐ Yes, please ☐ No, that won't be required.

{ webwizards
digital marketing magic }

Any other comments regarding the website design and style you wanted to address? Inspirations, websites, blogs, music, examples of work? They'll all helps us to create the brand, style and website you're hoping for.

# Save & Send.

If you've any questions about anything within the design brief, or if you'd like to run through it over the phone or face to face, please don't hesitate to pick up the phone and give us a call, and a member of our team will be happy to assist you.

**Once you've completed it, remember to save it onto your computer, attached it to an email and ping it over to our design team at: designer@webwizards.com.au**