Website Project Brief Example

Client Information

- Full Name:

- Company Name:

- Email Address:

- Phone Number:

Project Overview

- Type of Website: (e.g., Landing Page, Corporate Website, E-Commerce, Portfolio)

- Primary Objective: (e.g., Informational, Lead Generation, Online Sales, Branding)

- Target Audience: (e.g., Age range, industry, location, interests)

Design Specifications

- Design Style: (e.g., Modern, Minimalistic, Corporate, Creative)

- Preferred Color Palette: (e.g., Brand colors or specific preferences)

- Logo: (Provide logo or specify requirements for logo design)

- Website Inspirations: (List examples of websites you admire or wish to emulate)

Content Requirements

- Pages Needed: (e.g., Home, About, Services, Blog, Contact, Portfolio)

- Content Supply: (Will you provide text, images, and other content, or should we assist?)

- Image & Graphic Needs: (Client-provided or stock images required?)

Functionality & Features

- Essential Features: (e.g., Contact form, Blog, Newsletter sign-up, Product catalog, Search functionality)

- SEO Requirements: (Basic SEO setup, advanced SEO strategy, or none)

- Social Media Integration: (List platforms for integration, if required)

- Additional Features: (e.g., User accounts, e-commerce functionality, booking system, reviews, chat support)

Technical Specifications

- Domain & Hosting: (Will you provide or require assistance with domain and hosting setup?)

- Content Management System (CMS): (e.g., WordPress, Shopify, Custom-built solution)

- Mobile Optimization: (Responsive design for mobile and tablet, required)

- Security Requirements: (e.g., SSL certificate, secure payment gateway, user data protection)

Project Scope & Other Requirements

- Additional Notes: (Any other specific requirements or preferences not covered above)

- Special Instructions: (Specific guidelines or elements to incorporate, such as accessibility features, animations, etc.)

This Website Project Brief serves as a structured guide to clearly communicate your vision and requirements, ensuring a smooth development process. Please complete the form and submit it for us to begin planning your project.