

Client Website Briefing Form

Please provide us with as much information as you can, the more you tell us at this stage the better our response concerning proposals and costing. Feel free to contact us at any time, if you would like to discuss your brief in greater detail.

matrix
design, print & web specialists

Company Details

Company Name

Contact Name

Address

Date

/ /

Email

Telephone

Mobile

About Your Company

What is the nature of your business and what products or services do you sell?

Please provide your mission statement, if you have one.

Do you have a brand / brand guidelines? Yes No

What is your USP (Unique Sales Proposition or what makes you special)?

Will the website be a completely new site or will it be a redesign of an existing site?

Do you already have a domain name? If so please state:

Please list some of your direct competitor's websites or other sites which you think we should be aware of and why:

What is the aim of the website (please tick which applies)

Increase visitors / customers to your premises?	Yes	No
Increase business by introducing online sales?	Yes	No
Sell products online?	Yes	No
Promote a new product or service?	Yes	No
Collect information electronically (eg online surveys)?	Yes	No
Increase membership / loyalty / support?	Yes	No
Show a portfolio of work / products?	Yes	No
Produce an online brochure?	Yes	No
Other (please state below)		

Target Market

Please describe your target customers or the audience you intend to reach via your website (for example their interests, age, sex, social status, wealth bracket)

Are they primarily other businesses, special interest groups or general consumers?

How do they buy or have knowledge of your products or services at the moment?

Are there many visitors to your site likely to include a high proportion of people with impaired sight or any disability?

E-Commerce

How many products categories and products within each category do you want to sell?

Will your clients buy your product / services online using a credit or debit card or contact you by phone? Yes No

If you are selling online, do you already have a merchant account or will you be using PayPal?

Do you have a 'real world' shop or shops and if so, how many?

Technical

Do you want to be able to update some or all of the pages within the site yourself? (Using a CMS or Content Managed System)? Yes No

Will there be any online forms for visitors to complete? Yes No

Will any areas of the site need to be password protected? Yes No

Search Engine Optimisation

How will people find your website - is it important that you are highly ranked in search engines?

If searching for your site within a search engine, what keywords and phrases might be used?

Search Engine Optimisation (continued)

Do you require Search Engine Optimisation services?

Yes No

Do you require a pay per click package?

Yes No

Deadlines and Budgets

Please indicate deadline for site to go live?

Please indicate any budget constraints.

Additional Information

Please provide any information which you think we might need to know, which hasn't been covered in your answers.

Submit Form