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web brief

Date: ____ / ____ / ____

Business Name _____
Contact Name _____
Email Address _____
Contact Number _____

Describe your business

What makes your business unique?

Who is your target audience?

Who are your primary competitors?

What sets you apart from the competition?

What tone or image do you want to portray?

☐ Minimal ☐ Fun, bright & colourful ☐ Modern ☐ Eco / Natural
☐ Video Background ☐ Photography ☐ Elegant ☐ Youthful

Please select a budget range:

☐ \$0 ☐ \$1,000 ☐ \$1,000 - \$2,500 ☐ \$2,500 - \$5,000 ☐ \$5,000 - \$7,500 ☐ \$7,500 - \$10,000 ☐ >\$10,000

Do you have existing brand guidelines?

☐ Yes ☐ No
☐ Needs updating

What will the project deliverables be?

Project Due Date?

☐ Flexible ☐ Fixed

Will you need copywriting services?

☐ No, I will provide copy
☐ Yes, I need copy



web brief

If you have an existing website, what would you like to change about it?

If you have an existing website, what would you like to keep from it?

Please list some marketing / websites that you like, and why you like them.

Are there any specific styles or elements that you do NOT want?

Additional Comments:
