

Website project brief

* Required

What do you need? *

☐ A new website ☐ A redesign of my current site ☐ An online shop ☐ A landing page ☐ Other _____

About you

Your name *	Email *
Phone	Business or organization name *
Current website (if you have one)	

The project

What does your business do, and who is it for? *

What should the website achieve? * (choose up to 3)

☐ Get inquiries or bookings ☐ Sell products ☐ Build trust and credibility ☐ Share information ☐ Recruit staff

If "What do you need?" is "A redesign of my current site" or "What do you need?" is "An online shop": What do you like and dislike about your current site?

Which pages or features do you need?

☐ Home	☐ About	☐ Services
☐ Blog	☐ Online booking	☐ Shop and checkout
☐ Contact form	☐ Member login	☐ Other _____

If "What do you need?" is "An online shop" or "Which pages or features do you need?" is "Shop and checkout":

Roughly how many products will you sell?

Which shop platform, if you have chosen one?

☐ Shopify ☐ WooCommerce ☐ Squarespace ☐ Not sure yet ☐ Other _____

Who will process payments? Just the provider's name. We never need account details.

☐ Stripe ☐ PayPal ☐ Square ☐ Not sure yet ☐ Other _____

How will customers get their orders?

☐ Mail or courier ☐ Local delivery ☐ Pick up in store ☐ Digital download

Websites you like, and what you like about them



Anything you do not want on your site?
Competitors' websites, and what you think of them
What would customers type into Google to find you?

Brand and content

Do you have a logo and brand colors?	☐ Yes ☐ No
If Yes: Attach your logo or brand guide SVG, PNG or PDF, up to 10 MB.	☐ Attached
Who will write the website text?	☐ I will ☐ I need a copywriter ☐ Not sure yet
Do you have photos for the site?	☐ Yes, our own ☐ We will need stock photos ☐ We will need a photographer ☐ Not sure yet
Rank what matters most for this project Number them from 1 to 5.	
☐ Look and feel	☐ Speed ☐ Easy to update
☐ Search visibility (SEO)	☐ Budget

Budget and timing

What is your budget (USD)? *	When do you need it live?
☐ Under \$3,000 ☐ \$3,000–\$8,000 ☐ \$8,000–\$20,000 ☐ Over \$20,000 ☐ I need guidance	e.g. 22 Sep 2026
Who will approve the design?	Do you have a domain name and hosting? Please don't send passwords. We will ask for access when it is needed. ☐ Both ☐ A domain, but no hosting ☐ Neither yet ☐ Not sure
Will you need ongoing maintenance or hosting?	☐ Yes ☐ No

I use your answers to prepare a proposal and do not share them.

