

WEBSIGHT
ARCHITECTS

our focus is your future online

2011 EDITION

● DATE _____
CLIENT _____
BRAND _____
CONTACT _____
JOB DESCRIPTION _____

● What is the background / overview?

● What specifically are the objectives of the website?

● Who is the target audience? How do they think, feel?

● Are you selling a product or service? If so what?

● What is the key message you wish to communicate?

● What is the secondary message?

.....
WEBSITE BRIEF

What you want and what you need for your website.
.....

● What are the product attributes / USP?

● What type of 'look' would you like – contemporary / traditional / brash / minimal / corporate / fun?
Are there any current sites you like / dislike?

● Who are your competitors, current competition?

● Is there any existing marketing material?

● What tasks / elements / material do you require?

● Corporate Guidelines (if any exist)?

● Mandatory Inclusions:

● Timing / Deadline:

● Budget:

● **Website Strategy**

What are your expectations of a successful website?

● How is the website going to meet your goals?

● How are you going to drive people to your site?

● How do we achieve our objectives?

● Creative Brief Approval (please sign)

CLIENT :

WA REP :



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