

Website Brief

NEW WEBSITE INCOMING...

www.wiseupmarketing.com.au



WiseUp •
Marketing

Agenda

- Introduction
- Timeline
- Overview
- About Your Business
- Brand & Position
- Audience & Competitors
- Design Requirements
- Content & Functionality
- Integration
- Hosting & Support
- Marketing Support



Introduction

This brief is designed to get you thinking about the things we will need to know creating your website. This document outlines your project goals, requirements and constraints allowing a prospective agency to ascertain whether they are the right fit for the project and what the project timeline is.

Let's get cracking....

A website brief makes sure you've got all the ingredients for a successful project. A detailed brief gives clarity to the project scope and saves time on project discovery. The more detail provided the better the results!



Timeline

Getting Started

- You supply the branding, images etc
- Establish hosting
- Supply brand assets
- Wise Up will record a sitemap and URL list if the site is existing

Base Build

- Wise Up complete SEO research
- We will set your site up in your brand identity
- We will then build starting with the home page and moving through

Reviews

- There are 3 reviews - you receive an email outlining what to look out for and how to best give feedback
- We will make changes in line with feedback and identify any roadblocks

Launch

- Wise Up will do a full site audit and supply it for final sign off to launch
- We will do Mobile and Responsive testing as part of pre-launch
- Ensure site map is updated and URL redirects are in place



Overview

Company Name

Contact Name

Email Address

Phone Number

Current Website
Address

When does your
website need to
be live, and why?



About Your Business

What your
business
does

Years In Business

Team Size

Services
Provided



Brand & Position

Your Business Story

What is the main message that you wish your website to convey? (If you have an existing content strategy, please include your key messaging from that strategy here.)

Mission Statement / Ethos

Examples are:

- ▶ We are market leaders in [X]
- ▶ We deliver thought leadership in the areas of [X] and [Y]
- ▶ We have an international [X] team of [Y]
- ▶ We are technical experts in [X]
- ▶ We have vast expertise advising clients on all forms of [X])

Our position in the market



Examples - you are offering a premium, middle market or low cost product or service



Audience & Competitors

Our target audience(s)

To create a website that addresses your goals, we need to get to know your target audience. Specifically, we would like to know:

- What does your typical client look like?
- What sectors and geographies do they operate in?
- What are the main problems they are trying to solve when enlisting your services?
- Is your audience segmented into specific groups with different needs (e.g. clients, prospective employees, media and press)?
- What online user activity would you define as a "success"?

Our main competitors (Geographically and in search)



Design Requirements

Our new website needs to:

- | | | | |
|----------------------------|--------------------------|---|--------------------------|
| Generate leads and sales | <input type="checkbox"/> | Inform | <input type="checkbox"/> |
| Act as a directory | <input type="checkbox"/> | Building online presence/brand building | <input type="checkbox"/> |
| Online shopping / Ordering | <input type="checkbox"/> | Service based/Not for profit | <input type="checkbox"/> |
| Showcase | <input type="checkbox"/> | Entertain | <input type="checkbox"/> |

Add Notes



Content & Functionality

We can provide:

- | | | | |
|-------------|--------------------------|-------------------------|--------------------------|
| Copy | <input type="checkbox"/> | Video/animation | <input type="checkbox"/> |
| Photography | <input type="checkbox"/> | Logo and other graphics | <input type="checkbox"/> |

We will need help with:

- | | | | |
|-------------|--------------------------|-------------------------|--------------------------|
| Copywriting | <input type="checkbox"/> | Video/animation | <input type="checkbox"/> |
| Photography | <input type="checkbox"/> | Logo and other graphics | <input type="checkbox"/> |

All Brochure website include:

- | | | | | | |
|------------|-------------------------------------|---------------|-------------------------------------|---------------------|-------------------------------------|
| About Page | <input checked="" type="checkbox"/> | Services Page | <input checked="" type="checkbox"/> | Contact Page + Form | <input checked="" type="checkbox"/> |
|------------|-------------------------------------|---------------|-------------------------------------|---------------------|-------------------------------------|

Additional Brochure options:

- | | | | | | |
|---------------------|--------------------------|----------------|--------------------------|--------------------------|--------------------------|
| Team Page | <input type="checkbox"/> | Portfolio Page | <input type="checkbox"/> | Email Newsletter Sign Up | <input type="checkbox"/> |
| Display our IG Feed | <input type="checkbox"/> | News/Blog Feed | <input type="checkbox"/> | Google Maps Embed | <input type="checkbox"/> |

Other



Content & Functionality

Additional Functions required:

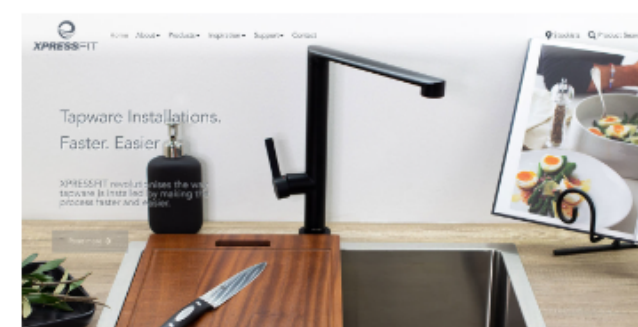
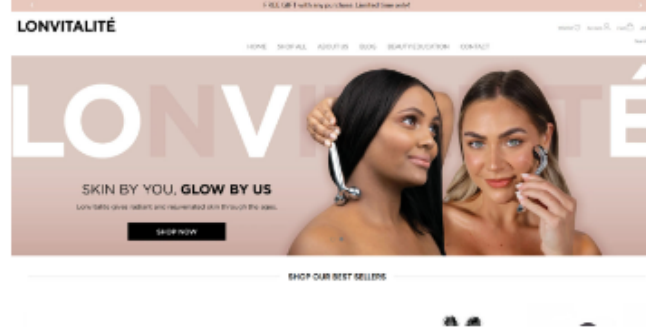
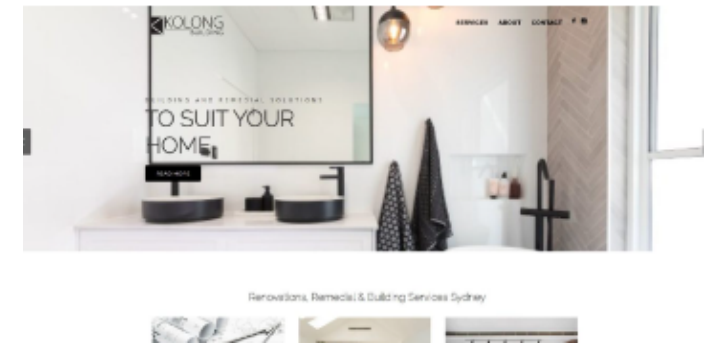
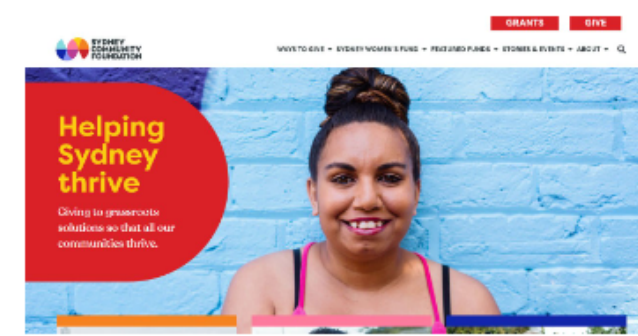
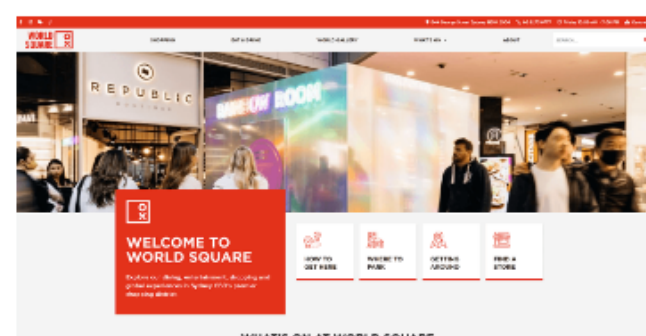
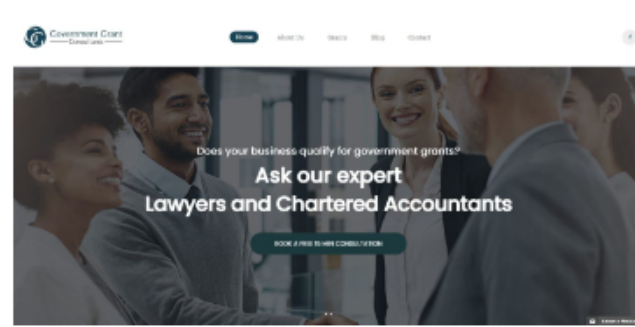
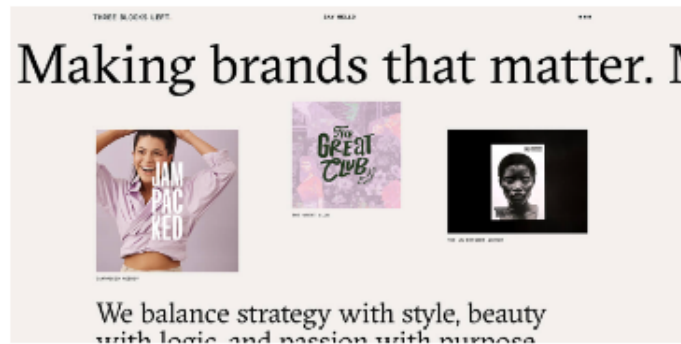
- Password Protected Areas
- Online Learning
- Live Chat
- Online store
- Product Catalogue with no online store

- Event Calendar / Ticketing
- Advanced Forms
- Customer / Member Portal
- Connect to GA4

Other



Content & Functionality



Likes & Dislikes Things you like/dislike about your current website or other sites you've seen (and why) - Examples above!

See more examples on our website: www.wiseupmarketing.com.au/website-design-seo-management/



Content & Functionality

Share links to websites you find inspiring

Add Notes



Integration

Our new website needs to integrate with....

E.g does the website need to connect to a CRM, Payment gateway, or an API? Please include contact details and documentation along with this brief if you have them.

Any other notes on design, function, or content



Hosting & Support

Website hosting

We have our own hosting

Please provide domain registration login and web hosting login in notes below. Additional fees will apply for deploying your site live starting from \$150

We'd like to know more about careplan

Care Plan starts at \$65 / Month

This can include:

- Backups
- Performance reports
- Ongoing development

We'd like help with hosting

We can provide website hosting and SSL Certificates, these start from \$220 per year. No deployment fees apply for pushing your site live.

No will we will manage in-house

- Security and CMS maintenance
- Bug fixes and updates
- Uptime monitoring
- Future content creation

Add Notes



Marketing Support

Our business could also use help with:

Search Engine Marketing

Email Marketing

Pay Per Click Ads

Offline Advertising

Events

Organic Social Media

Social Media Ads

Other

Add Notes



Thank you!

WE LOOK FORWARD TO WORKING WITH YOU TO
CREATE YOUR NEW WEBSITE

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