



## Top Ten Tips for writing a successful website design brief

### 1 Understand and identify the objectives for the new website

It is important for both you and the web designer to truly understand what you are aiming for. Be clear what you want. Is it increased sales, raising brand awareness, reducing order processing time, reducing the number of brochures you send out, reducing the number of telephone support calls, improving your credibility in the market, or a combination of these?

### 2 What is your company brand and how will it be used?

What are your company colours, strapline, font and logo? Your brand is a valuable asset, so do you want your website to reflect your existing brand, or will the new website be the brand template for the future?

### 3 What have you gained from your existing website?

Talk about what the problems and weaknesses have been with your existing website and what business priorities it is not meeting, such as lack of enquiries. Just as important, also outline what has worked well with your existing website and what you want to develop further.

### 4 How will the success of the project be measured?

Be clear about specific measures that can be used to monitor the success of the project after an agreed period of time, e.g. level of enquiries, or reduced telephone support calls.

### 5 Who is your target market?

Who are you aiming to target, e.g. B2B or B2C? If it's B2B, is it small companies, SME's or corporates. Geographically where are you aiming at, locally, nationally, internationally? Is language important, e.g. should you consider a multi-lingual website?

### 6 What are your USP's?

What makes you different, what are your Unique Selling Points? Make sure your website will communicate these clearly and effectively.

### 7 Who are your competitors and what are their characteristics?

List your competitors, their websites and what makes them different to you. How do you want your website to differentiate your business from your competitors?

### 8 What do you like?

List three websites that you like and why. Equally important, list three websites that you don't like and why.

### 9 Who will maintain your website?

These days, with the right system (Content Management System is the jargon) it's very easy to maintain your website in-house, with the added benefit of reducing future maintenance costs. Clearly and honestly identify how often you will need to update your website and by whom.

### 10 If the website is to generate more sales, how will this be achieved?

Even the best website in the world is useless if potential clients can't find it! So are natural search engine positions important, or will you drive traffic to the website using Pay per Click promotion? Once the website has been launched, will you be spreading the word by using regular email newsletters to keep in touch with your clients?

**At Studio 2 Online we go out of our way to ensure we understand what you want and advise you on how to best achieve it.**