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## **Web Design Brief**

**Golden Oak Web Design**

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## Instructions

Complete this document by filling out the form boxes in each section of the following pages. Not all information may be required for your project, so some sections may end up being left blank.

Once you have finished filling out this document, make sure to save it before e-mailing it to your web design company.

## Introduction

The Web Design Brief defines the project, enables the project plan development, and keeps the project focused on the key elements and primary goals. It will help you avoid time-wasting energy, chaos, confusion, and expensive rework.

Providing the web design company with this brief will ensure your web designer will have the needed information to create a website that you can easily navigate and update, and that speaks to your customers the way they want to be communicated with.

## Contact Information

Please include your contact information.

**Example:**

Name: John Happy

Website URL: <https://www.yourwebsite.com>

Address:

Phone Number: (555) 555-5555

Happy Company  
1234 Happy Street  
Suite #1234  
Happy, AZ 12345

Cell Phone Number: (555) 555-1234

E-mail Address: [you@yourwebsite.com](mailto:you@yourwebsite.com)

## Mission Statement

Do you have a mission statement for your business? Providing it will help set the right tone for your website.

## Project Budget

What is your budget for this project?

## Project Deadline

What is the expected deadline to have this project completed?

## Project Maintenance

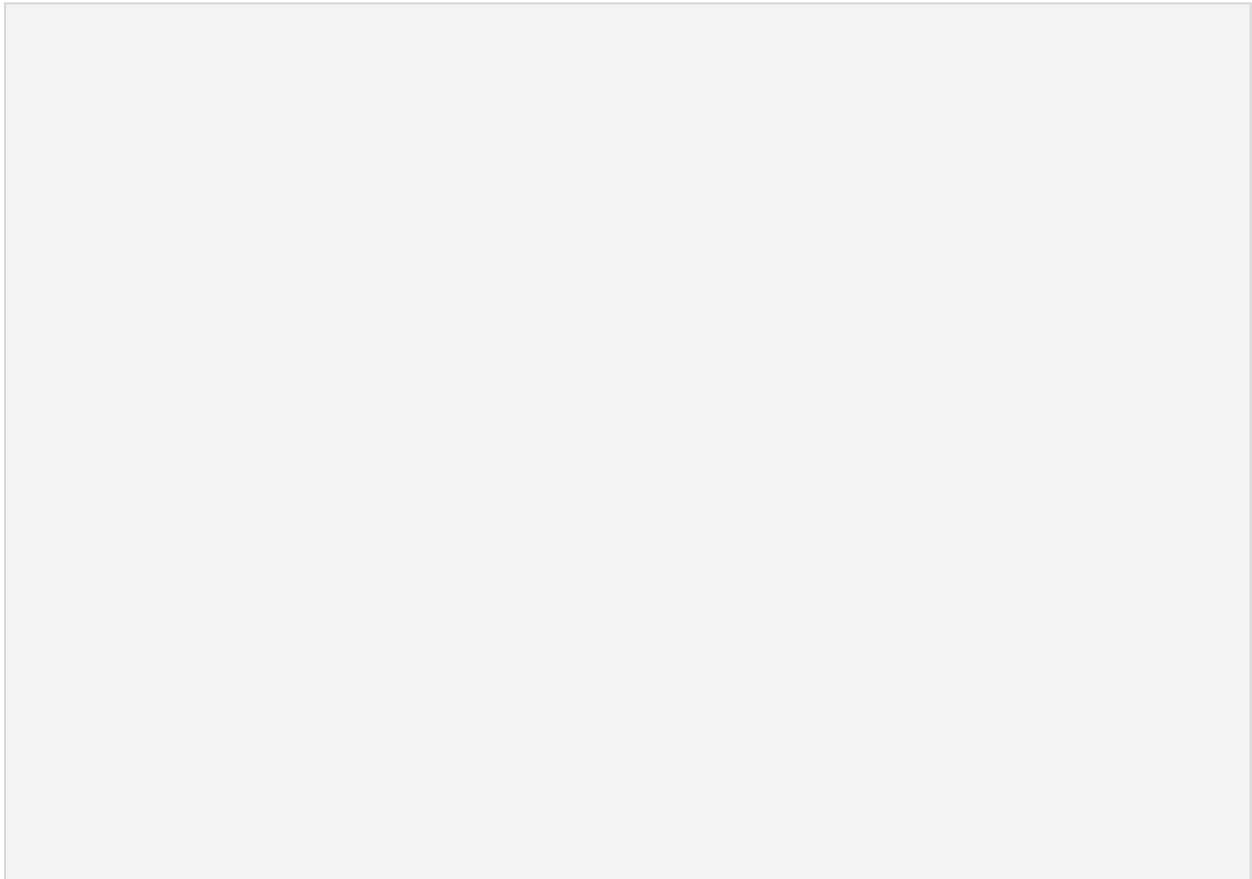
Will you require regular maintenance and updates for the website after the project is completed?

## About

Everybody has a story. You can use your story to create a fantastic About Us page. Your story might be described as inspiring, sad, exhilarating, dramatic, delightful, uplifting or a combination of adjectives. Your audience wants to know who you are and what type of story you have to share. Your business is a large part of who you are and most people will find that intriguing. Share your story, your company's story and brag it up big time. An About Us page for your business website is very important and should not be skipped over.

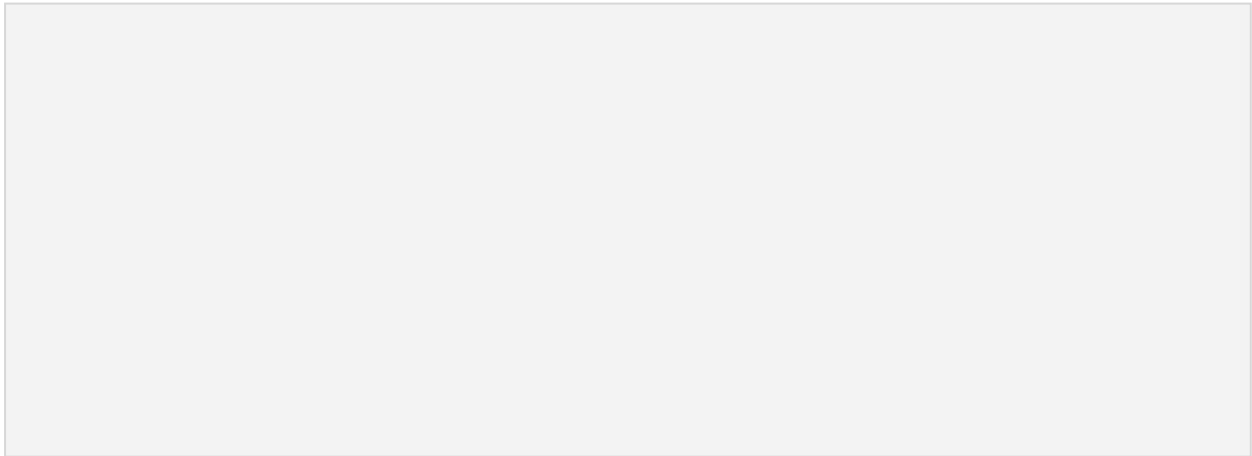
## Business Overview

One of the key components when writing an About Us page is to consider that the reader may not know a single thing about your business. Approach this part with the mindset that the reader is not a part of your industry. This section should be an easy read and engaging.



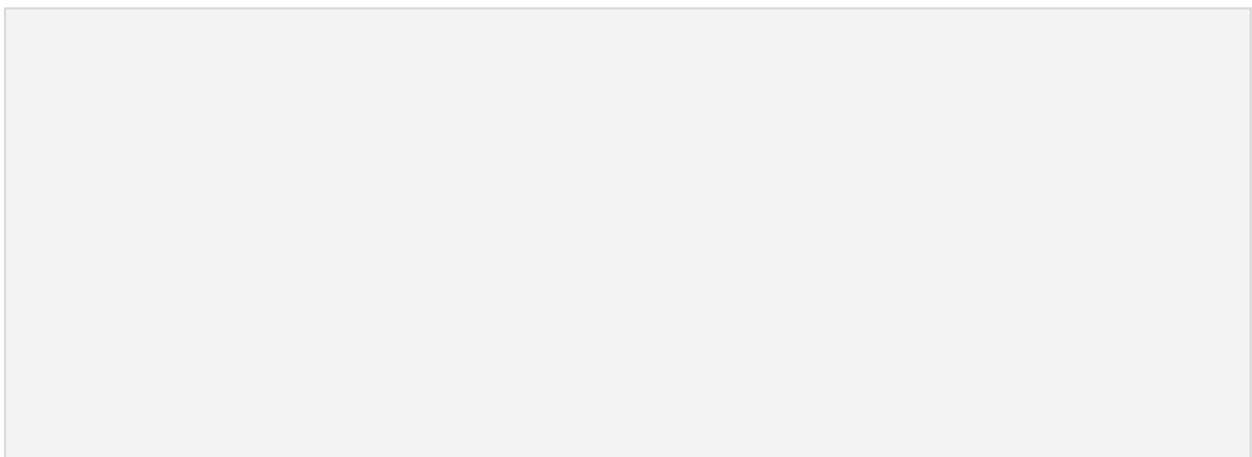
## Tell Your Story

This next part is the place to pour your heart out. You want to tell your story. Even if your story involves hardship or heartache, use that to show how you've managed to succeed and overcome those obstacles. Here is a great starting question to lead you through this section: What inspired you to start your company and why is your approach unique? Here is where you can go into detail about yourself and what makes you tick.



## Company History

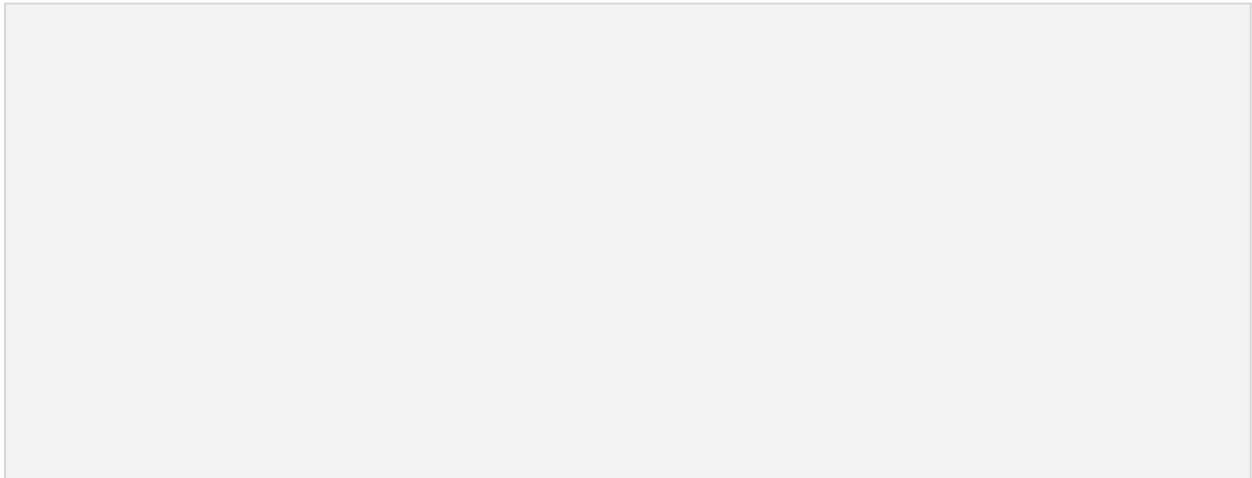
Going beyond your personal story, the company history section comes next. In this section, you can describe the history of your company. Include the experience you have, along with your credentials and qualifications. Your background and expertise should be showcased here.





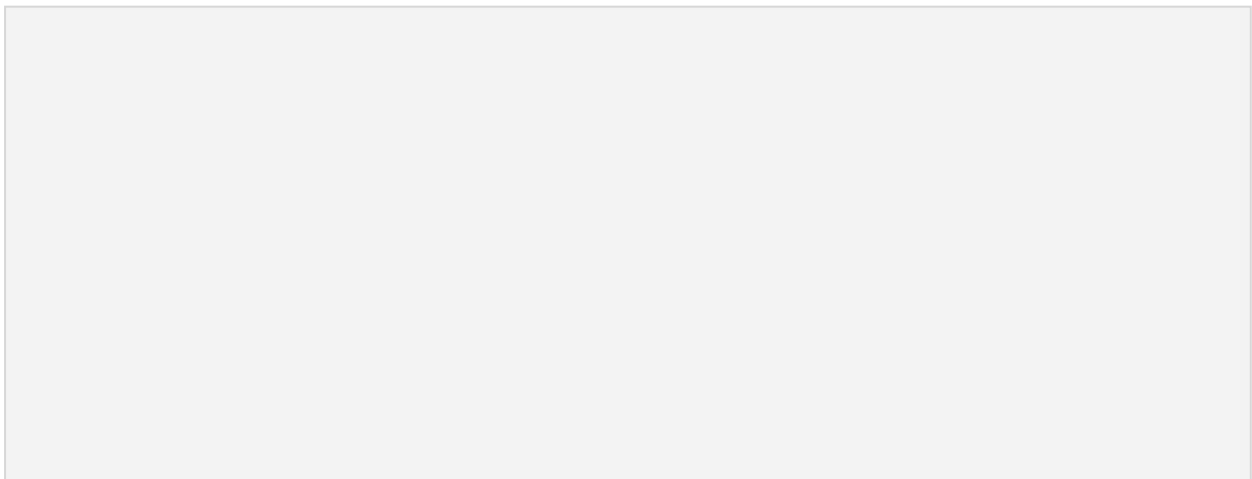
## Community Outreach & Charity Involvement

Whenever your company participates in a community outreach or charity event, you want to share that information on your About Us page. This is a great place to include links to those programs or charities, and even provide donation information.



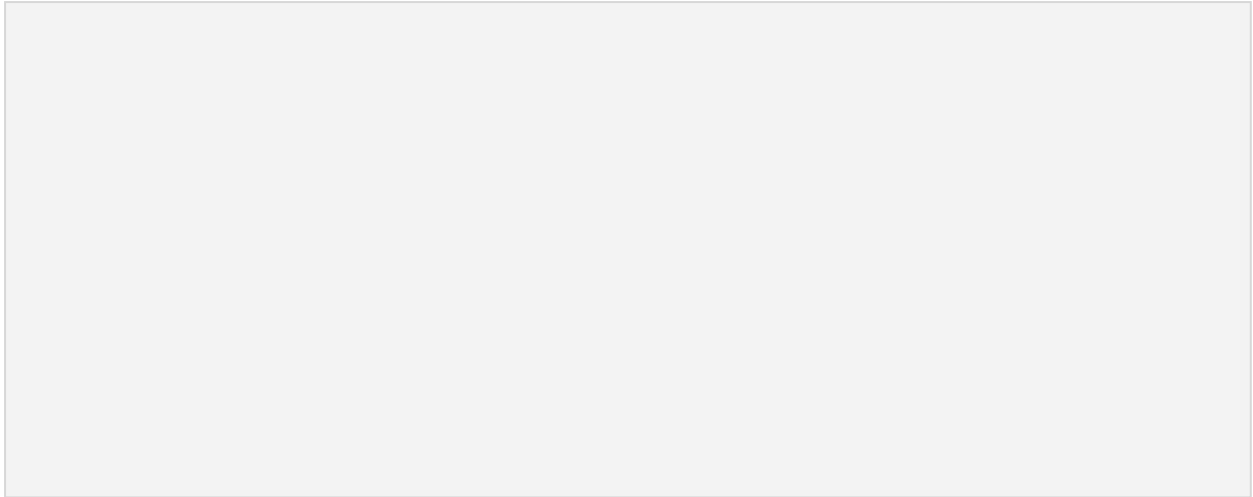
## Industry Technology

Depending on your business type, your audience may be interested in the type of technology you are using. Consider sharing what equipment you use or if your business has created its own technology. Here, explain what technologically sets your company apart from other businesses in your industry. This type of information may spark new relationships or inquiries.



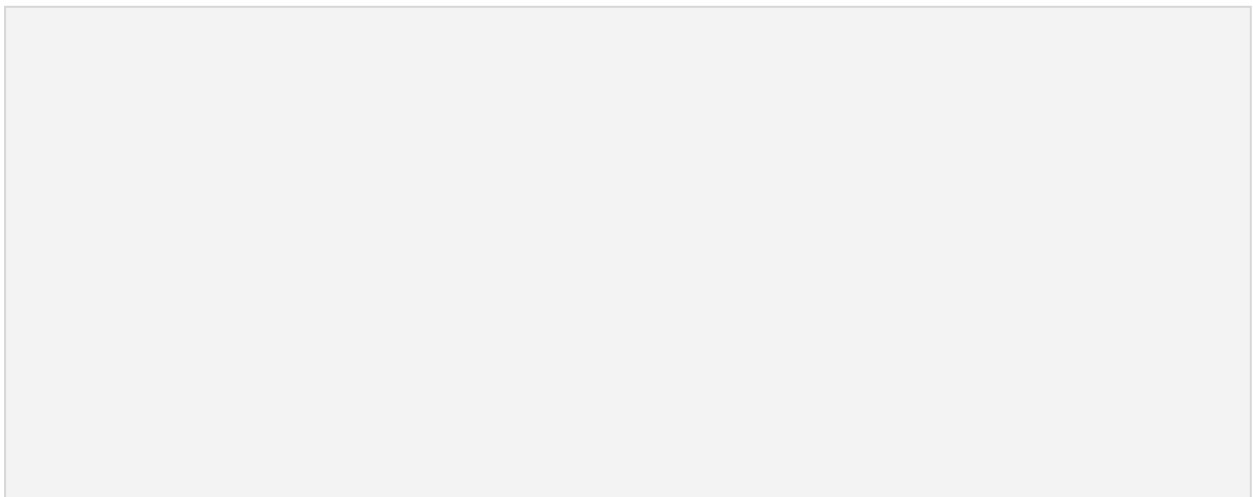
## Awards

No matter how big or small the award, your About Us page should list all of its accomplishments. Wear your awards like badges and be proud. It's also wise to link the award to the website that presented it. Include any images of receiving the award if possible.



## Employee or Team Information

In the About Us page, you can include your team information. Employee information can include their name, position, and a small bio. Include images of your team members and make this section fun and entertaining.



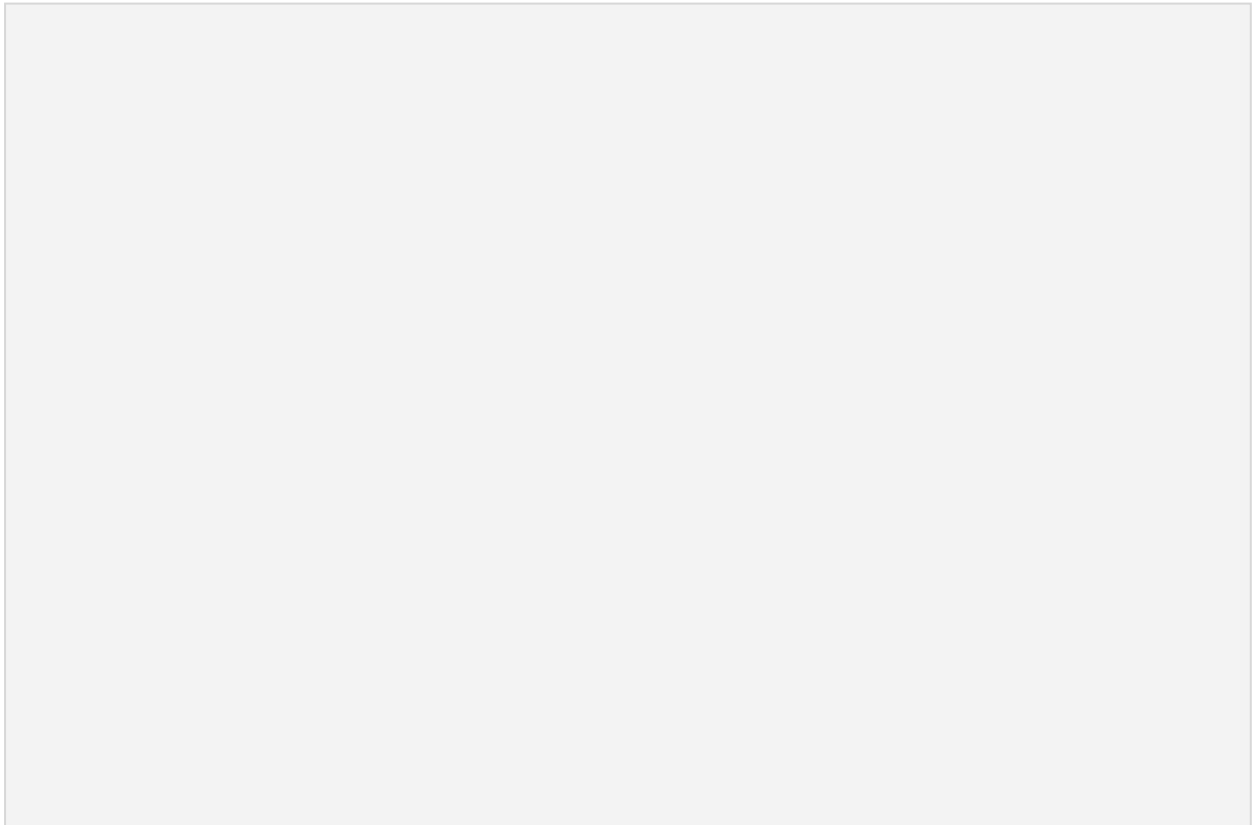
## Services

Creating a services page for your business website is not just about making clear what you can do for a customer, but it defines how your business or brand stands out from your competition. Remember, you are selling yourself and your company on this page.

### Services Overview

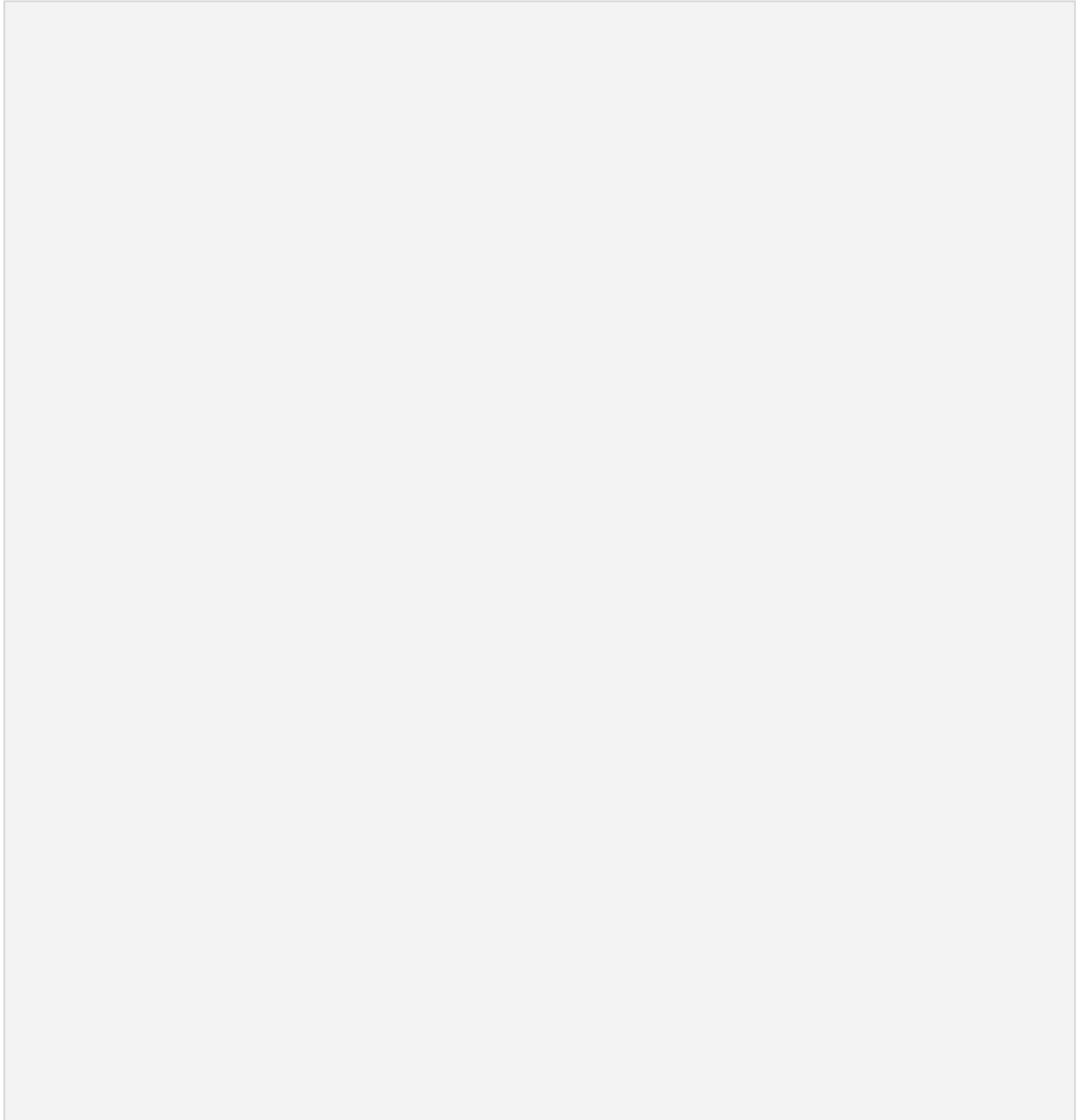
You want to stand above the competition and capture your customer's attention. Here, you should start by providing an overview of your services as a summary, using the voice of your brand. Proclaim with confidence as to why the customer should use your services over anyone else.

Adding a "Why Use Us" section is an easy way to sell the benefits of using your company's services. Be sure to include what sets your company apart, and the advantages your company or brand has to offer.



## List Individual Services

The best strategy for having an easy to follow services page is to divide the services into separate content areas (list layout or grid layout). This way, you can link each listed service to individual service pages. Keep in mind, having a separate page for each service may benefit with search engine optimization and will improve the user experience.

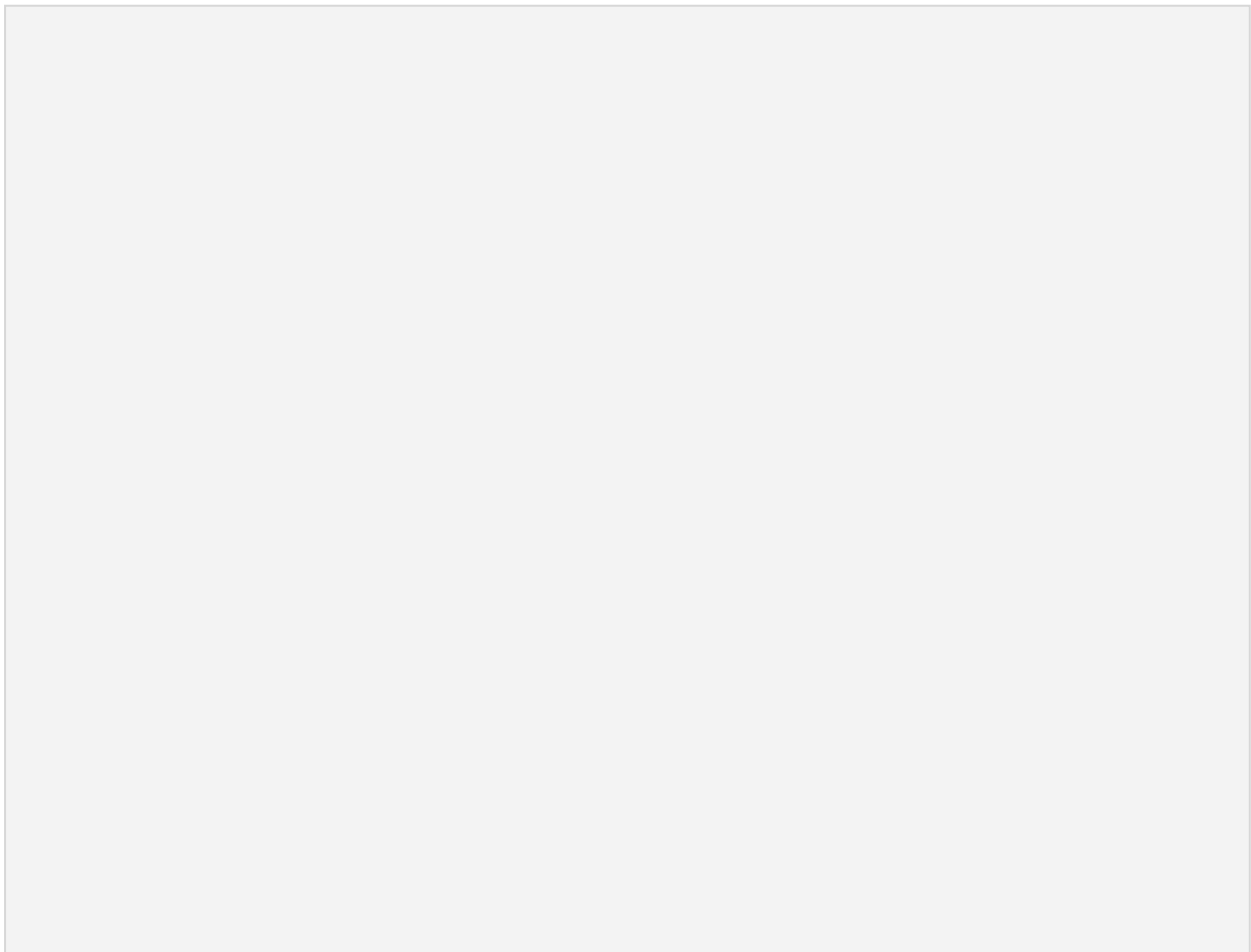


## Customer Testimonials

You should display the client testimonials and awards your company has received, link to case studies that are relevant to the services being offered, and include endorsements from recognized experts.

It is highly recommended to do the following with client testimonials:

- Include at least one client testimonial.
- Use the client's full name and company name.
- Use the client's photograph or the client's brand logo.
- Address fears or problems and explain how they were overcome or solved.
- The more information you can include with the testimonial, the more it feels genuine.



## Customer Profile

Do you have an ideal customer profile to reach your target audience? Make a customer persona and describe ages and characteristics, as well as buyer trends.

What is most important to the customer? Buying is as much or more an emotional experience as anything, and this will help you connect with customers on a deeper level other than just providing for a need.

When people think of your business, what seven to ten keywords or phrases do you want them to think of? What keywords should you associate with each page of your website?

## Website Objectives

What would you like website to achieve?

What do you want the visitors to do when they get to the website?

Are there any specific instructions or requirements needed?

## Website Features

Describe what features the website should have, such as a blog, a portfolio, or generating leads from a website form.

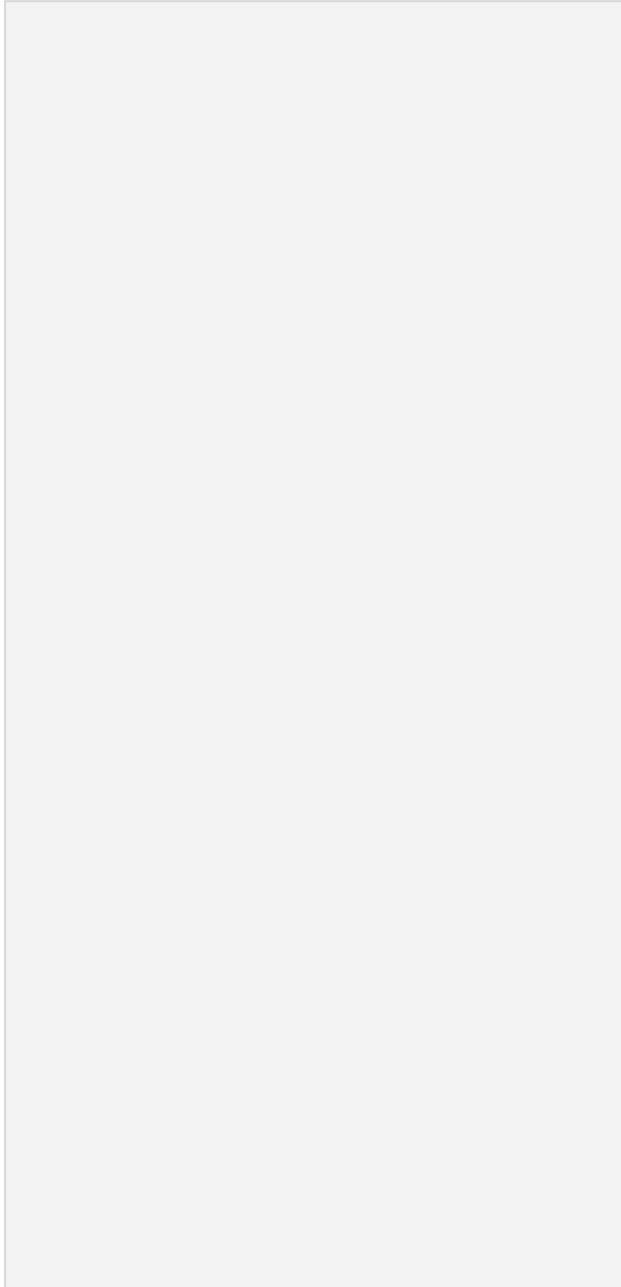
The following are common features:

- Blog
- Portfolio
- Contact Form
- Newsletter Subscribe Form
- Slider
- Carousel Slider
- Embedded Videos or Music
- Photo Gallery
- Advertising Banners
- Landing Page
- Shopping Cart
- Event Calendar
- Forum
- Frequently Asked Questions



## Sitemap

List the way you want the navigation for the primary menu to appear (which may include topics, products, and services), and how to find what is most important. Also include pages that may appear in the header menu and footer menu.



### Sitemap Example:

#### Primary Menu:

- About Us
- Services
  - Service 1
  - Service 2
  - Service 3
  - Service 4
- Portfolio
  - Portfolio Item 1
  - Portfolio Item 2
  - Portfolio Item 3
- Blog
  - Blog Category 1
  - Blog Category 2
  - Blog Category 3
  - Blog Category 4
- Contact Us

#### Footer Menu:

- Terms and Conditions
- Terms of Service
- Privacy Policy

## Competitor Websites

Find the top listed websites of competitors in your area or in other regions to see what they are doing well. Borrow successful ideas from them that you might like to use on your website.

Include the name of the website and the URL. State design features, images, design styles, fonts, colors, and why you like the website. Describe as well as possible the look and feel of the website using descriptive words.

### Competitor Website Example:

Name: Website Example

URL: <http://www.website-example.com>

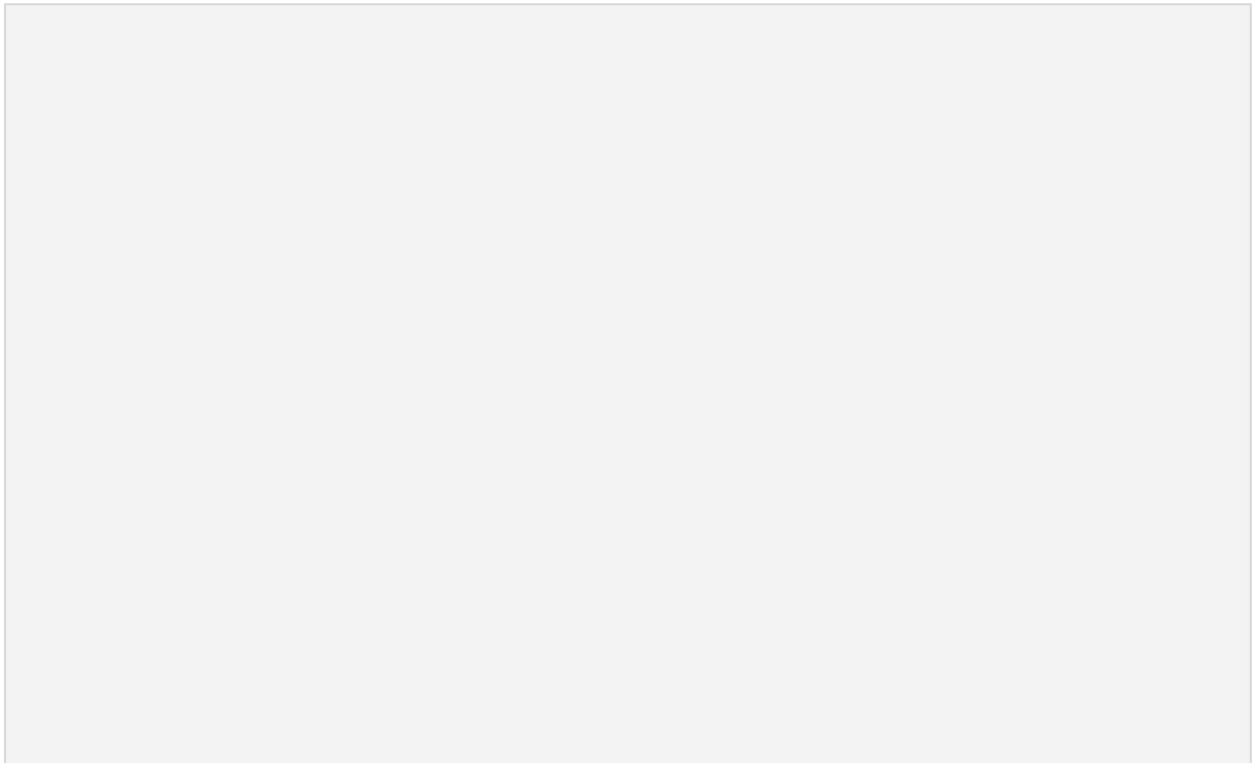
The services are displayed on the home page and link to each respective service page.

The Slider layout and animation on the Home page is eye-catching.

The website footer has a Newsletter Subscribe Form.

The blog uses a modal popup box as an alternative Newsletter Subscribe Form.

The Home page has a Portfolio carousel slider that links to the Portfolio.



## Additional Requirements

Do you have preferences for third-party companies or services?

### Additional Requirements Example:

Domain Registrar:

GoDaddy

Hosting Company:

GoDaddy

E-mail Provider:

Microsoft Office 365

E-mail Marketing Company:

Mailchimp