

# PIER Marketing | Website Brief

CLIENT NAME:

DATE:

## ABOUT THE BUSINESS/ORGANISATION

Introduce your business/organisation with a few short paragraphs or links to relevant web pages	
How long have you been established?	
Describe the services you provide?	
Are you an international company? If so, which countries?	

## CURRENT WEBSITE (IF APPLICABLE)

Your Domain Name (URL)?	www.yourdomain.com.au
When was the site built or last launched?	YEAR
Tell us about your current website traffic?	XXXX visitors per month <i>and/or</i> XXXX page views per month
What devices do the majority of your website users use when visiting your website (please indicate which one or the percentage breakdown)	Desktop – X% Laptop – X% Mobile – X% Tablet – X%
Do you know your traffic sources? i.e. How your users get to your website.	<ul style="list-style-type: none"> <li>– Socials</li> <li>– Referrals</li> <li>– Direct</li> <li>– Google</li> <li>– Other</li> </ul>
How many quality leads/enquiries do you receive from the website each month?	X

<p><b>What don't you like about your current website?</b> (delete any that don't apply and add your own)</p>	<ul style="list-style-type: none"> <li>- Out of date design</li> <li>- Design/layout is too cluttered</li> <li>- Difficult to update</li> <li>- Has become unwieldy and the structure no longer works</li> <li>- Not responsive for mobile and tablets</li> <li>- Declining search results for some key areas of the business</li> </ul>
<p><b>What is good about your current website?</b> (delete any that don't apply and add your own)</p>	<ul style="list-style-type: none"> <li>- Good content (although needs reviewing)</li> <li>- Blog/news section is well populated</li> <li>- Performs well for search results relating to "xxx"</li> <li>- Good images</li> </ul>
<p><b>Tell us about any features from your current site that you would like to retain?</b> (delete any that don't apply and add your own)</p>	<ul style="list-style-type: none"> <li>- Enquiry form</li> <li>- Images of previous projects</li> <li>- All the content for the information pages</li> <li>- Blogs</li> </ul>
<p><b>Tell us about any features that you would like to have on your new website?</b> (delete any that don't apply and add your own)</p>	<ul style="list-style-type: none"> <li>- Homepage Hero Slider</li> <li>- Notification Banner</li> <li>- Image Gallery</li> <li>- Projects/portfolio section, with gallery for each</li> <li>- Coverage map</li> <li>- Blog/News section</li> <li>- Enquiry form</li> <li>- Links to social media (if so, which ones)</li> <li>- Embedded videos (if so, do you currently use a video platform i.e. Youtube or Vimeo)</li> <li>- Live chat functionality</li> <li>- Email subscription form</li> </ul>

#### BRAND NEW WEBSITE (IF APPLICABLE)

<p><b>Have you purchased a domain name for the new website?</b> (delete any that don't apply)</p>	<p>YES NO</p>
<p><b>If YES, what is the Website Domain Name (URL)?</b></p>	<p>www.yourdomain.com.au</p>
<p><b>Would you like the website design focused on a particular device or evenly balanced?</b></p>	<ul style="list-style-type: none"> <li>- Desktop/Laptop</li> <li>- Mobile</li> <li>- Tablet</li> <li>- Evenly Balanced</li> </ul>
<p><b>How do you foresee your traffic getting to your new website?</b> (delete any that don't apply and add your own)</p>	<ul style="list-style-type: none"> <li>- Socials</li> <li>- Referrals</li> <li>- Direct</li> <li>- Google</li> <li>- Other</li> <li>- Not sure</li> </ul>
<p><b>Tell us about any features that you would like to have on your new website?</b></p>	<ul style="list-style-type: none"> <li>- Homepage Hero Slider</li> <li>- Notification Banner</li> </ul>

(delete any that don't apply and add your own)	<ul style="list-style-type: none"> <li>- Image Gallery</li> <li>- Projects/portfolio section, with gallery for each</li> <li>- Coverage map</li> <li>- Blog/News section</li> <li>- Enquiry form</li> <li>- Links to social media (if so, which ones)</li> <li>- Embedded videos (if so, do you currently use a video platform I.e. Youtube or Vimeo)</li> <li>- Live chat functionality</li> <li>- Email subscription form</li> </ul>
--	--

### TARGET AUDIENCE/S & WEBSITE USERS

Please describe the target market segments and anyone who uses your website and what they are using it for.

Who is your ideal client?	
Describe your target market	
Who do you understand currently uses your website?	
What do they use your website for?	
Do you have any existing customer or market research? (delete any that don't apply)	<p>YES</p> <p>NO</p>

### WEBSITE ACTIVITIES/OBJECTIVES

Please describe the major objectives for the site, as well as the activities you would like users to perform.

<p><b>What activities would you like your users to perform?</b> Items are listed in order of importance. (delete any that don't apply, reorder and add your own)</p>	<ul style="list-style-type: none"> <li>- Contact Us</li> <li>- Donate online</li> <li>- Subscribe to our newsletter</li> <li>- Follow us on social media channels like Instagram and Facebook</li> <li>- Contribute blog comments</li> <li>- Download resources</li> </ul>
<p><b>This ties in with our major website objectives:</b> (delete any that don't apply, reorder and add your own)</p>	<ul style="list-style-type: none"> <li>- Create brand awareness/reinforcing branding</li> <li>- Describing service solutions</li> <li>- Receive enquiries</li> <li>- Build an online community</li> <li>- Become a go-to place to get resources</li> <li>- Advertise our credibility &amp; professionalism to other businesses/partners/media</li> </ul>

**BRANDING**

<p><b>Do you have a logo and access to the logo files?</b> (delete any that don't apply)</p>	<p>YES NO</p>
<p><b>Do you have a set of branding guidelines/styleguide?</b> (delete any that don't apply)</p>	<p>YES NO</p>
<p><b>Do you have examples of your branding used on other collateral (eg. Brochures, signage etc)?</b> (delete any that don't apply)</p>	<p>YES NO</p>

**DESIGN DIRECTION**

<p><b>We are</b> (delete any that don't apply or add your own)</p>	<p>Professional Friendly Accommodating Customer-focused Efficient High-end Luxury Exclusive Welcoming Affordable Fun/Playful Conservative</p>
--	---

**COMPETITORS WEBSITES**

<p><b>Our nearest current competitors are</b></p>	<p>...</p>
<p><b>We would like to compete with</b></p>	<p>...</p>

**POINT OF DIFFERENCE:**

<p><b>What makes your business/organisation different to your competitors?</b></p>	<p>...</p>
--	------------

## REFERENCE WEBSITES

Competitor 1 Website URL & Comment	URL: COMMENTS: We like this site because ... However, we don't like ...
Competitor 2 Website URL & Comment	URL: COMMENTS: We like this site because ... However, we don't like ...
Other Website URL & Comment (Doesn't have to be a competitor)	URL: COMMENTS: We like this site because ... However, we don't like ...
Other Website URL & Comment (Doesn't have to be a competitor)	URL: COMMENTS: We like this site because ... However, we don't like ...

## NAVIGATION STRUCTURE (PAGES/SITEMAP)

We will use this information to inform the sitemap for the new website – outlining the structure and pages that are to be included. (eg. Homepage, blog, about us, our team, services, products & categories, contact page)

Do you know what pages/sections you would like to have on your new website?	<ul style="list-style-type: none"> <li>– Home page</li> <li>– About</li> <li>– Services</li> <li>– Where to buy (Stockists)</li> <li>– How to guides</li> <li>– Contact</li> <li>– Cart/Checkout</li> </ul>
Page Structure. (delete any that don't apply, reorder and add your own)	Home page (example structure) <ul style="list-style-type: none"> <li>– Main Nav/Header</li> <li>– Hero row</li> <li>– About row</li> <li>– Product Categories</li> <li>– Footer (including logo, links, social icons, copyright)</li> </ul>
	About (example structure) <ul style="list-style-type: none"> <li>– Main Nav/Header</li> <li>– Page title row</li> <li>– Free Text (can include, headings, text, tables, images)</li> <li>– Banner row (link to another page/s)</li> <li>– Footer</li> </ul>

	<b>Shop (example structure)</b> <ul style="list-style-type: none"> <li>- Main Nav/Header</li> <li>- Page title row</li> <li>- Filter/Sort options (filter by category)</li> <li>- Footer</li> </ul>
	<b>Where to buy (Stockists) (example structure)</b> <ul style="list-style-type: none"> <li>- Main Nav/Header</li> <li>- Page title row</li> <li>- Text</li> <li>- Stockists plotted on a map(less than 100 stockists)</li> <li>- Bulk import of stockists included</li> <li>- Geolocation can be used</li> <li>- Banner row (link to another page/s)</li> <li>- Footer</li> </ul>
	<b>How to guides (example structure)</b> <ul style="list-style-type: none"> <li>- Main Nav/Header</li> <li>- Page title row</li> <li>- Table or list of guides/products with link to PDF</li> <li>- Banner row (link to another page/s)</li> <li>- Footer</li> </ul>
	<b>Contact (example structure)</b> <ul style="list-style-type: none"> <li>- Main Nav/Header</li> <li>- Page title row</li> <li>- Table or list of guides/products with link to PDF</li> <li>- Banner row (link to another page/s)</li> <li>- Footer</li> </ul>
	<b>Cart/Checkout (example of content to create)</b> <ul style="list-style-type: none"> <li>- Terms</li> <li>- Refunds</li> <li>- Privacy</li> </ul>

## CONTENT/DATA

<p><b>Would you like to provide all images for the new website content or have us do that for you?</b> (delete any that don't apply)</p>	<p>We will provide it Have PIER do this for us</p>
<p><b>For service data/information, how would you like to provide this?</b> (delete any that don't apply)</p>	<ul style="list-style-type: none"> <li>- Spreadsheet</li> <li>- Document (Word/PDF)</li> <li>- Import from another system or platform</li> <li>- Other, please specify ____</li> </ul>

<p>Would you like to format your data to suit a spreadsheet or import template or have PIER do that for you? (delete any that don't apply)</p>	<p>We will provide it Have PIER do this for us</p>
--	--

#### ABILITY TO UPDATE IN-HOUSE

<p>Do you plan to be able to make future updates to the site in-house? (delete any that don't apply)</p>	<p>YES NO Unsure</p>
<p>If so, which areas would you want to update? (delete any that don't apply and add your own)</p>	<ul style="list-style-type: none"> <li>- Homepage</li> <li>- Blog Posts</li> <li>- Services</li> <li>- All pages</li> <li>- Other, please specify ____</li> </ul>
<p>Does the person who would be updating the site have experience with development? (delete any that don't apply)</p>	<p>YES NO</p>
<p>Who will be the main admin for your site?</p>	<p>Name: Email: Job Role:</p>
<p>Do you need other staff with admin access to the website? If YES, please list them including NAME, ROLE &amp; EMAIL</p>	<p>YES NO</p>

#### CRM INTEGRATION

<p>Do you have a current CRM platform? (delete any that don't apply)</p>	<p>YES NO</p>
<p>Do you have a database? (delete any that don't apply)</p>	<p>YES NO</p>
<p>If so, how would you want this to be integrated?</p>	

## OTHER INTEGRATIONS

Do you have a current Accounting platform? (delete any that don't apply)	YES NO
If so, how would you want this to be integrated?	
Do you have a current Inventory platform? (delete any that don't apply)	YES NO
If so, how would you want this to be integrated?	

## FUTURE DEVELOPMENTS/EXPANSIONS/PHASE 2

Can you foresee any updates/developments to the site that you may need in future? Eg. Product line expansion, video elements added, addition of blog or resource page, additional language capabilities, ecommerce, client login portal etc	YES NO If YES, Please outline
---	-------------------------------------

## TECHNICAL REQUIREMENTS

Domain name / DNS account details.	Have all the details together to make for a smooth transition to the new site
------------------------------------	---

## SEARCH ENGINE OPTIMISATION

Do you currently do anything for SEO, paid or otherwise? (delete any that don't apply)	YES NO Unsure
---	---------------------



<b>Is Google Analytics, Google Tag Manager or Google My Business set up for your website?</b> (delete any that don't apply)	YES NO Unsure
--	---------------------

**PROJECT DETAILS**

<b>Do you have a budget/range in mind for this project?</b>	\$xx
<b>Who will be the main point of contact for this project?</b>	Name: ... Email: ... Role: ...