BLU DESK SOFT
PROFESSIONAL CODING

Website Brief Template

Fill this in before you contact any agency. It takes 30 to 60 minutes, and it is the best way to get quotes you can actually compare.

> **How to use this template**
>
> - Answer in plain language. Short and specific beats long and vague.
> - Start with the business problem, not the list of pages.
> - If you do not know an answer yet, write "not sure". That is useful information too.
> - Send the same brief to every agency, so the quotes can be compared.

1. Company overview

What does your company do, and for whom?
Where are you based, and how big is the team?
What stage is the business at (new, growing, established)?

2. Project context

Why is this project happening now?
What changed: new product, new market, repositioning, a technical problem?

3. Main goal

What needs to be different if this project works?
Write one specific goal, not "a modern website".

4. Current problems

What is not working with your current website or process?
Be specific: unclear message, wrong leads, slow, hard to update, broken on mobile.

5. Audience

Who is the main visitor (role, company size, industry)?
What do they care about, what objections do they have, and how do they decide?

6. Desired actions

What should a visitor do on the site?
For example: book a call, request a quote, buy, sign up, download.

7. Scope (your assumptions)

Which pages, features or flows do you think you need?
List them as assumptions. A good agency may suggest something different.

8. Content

Who writes the copy and provides images, case studies and video?
Can existing content be reused? Does anything need to be migrated?

9. Technical requirements

Preferred CMS, and why? Integrations (CRM, payments, booking, analytics)?
Hosting, performance, security, languages, migration from an existing site?

10. Budget range and timeline

What budget range are you working with?
When do you need to launch, and is that date fixed or flexible?

11. Success metrics

What should be measurably better 90 days after launch?
For example: more qualified enquiries, more bookings, faster pages.

12. References

Which websites do you like?
For each one, write what specifically works: the message, the layout, the navigation.

Ready to send it?

Send your brief to every agency you are considering. Want a second opinion first? Send it to us through bludesksoft.com/contact and we will tell you honestly what is realistic for your budget and timeline.