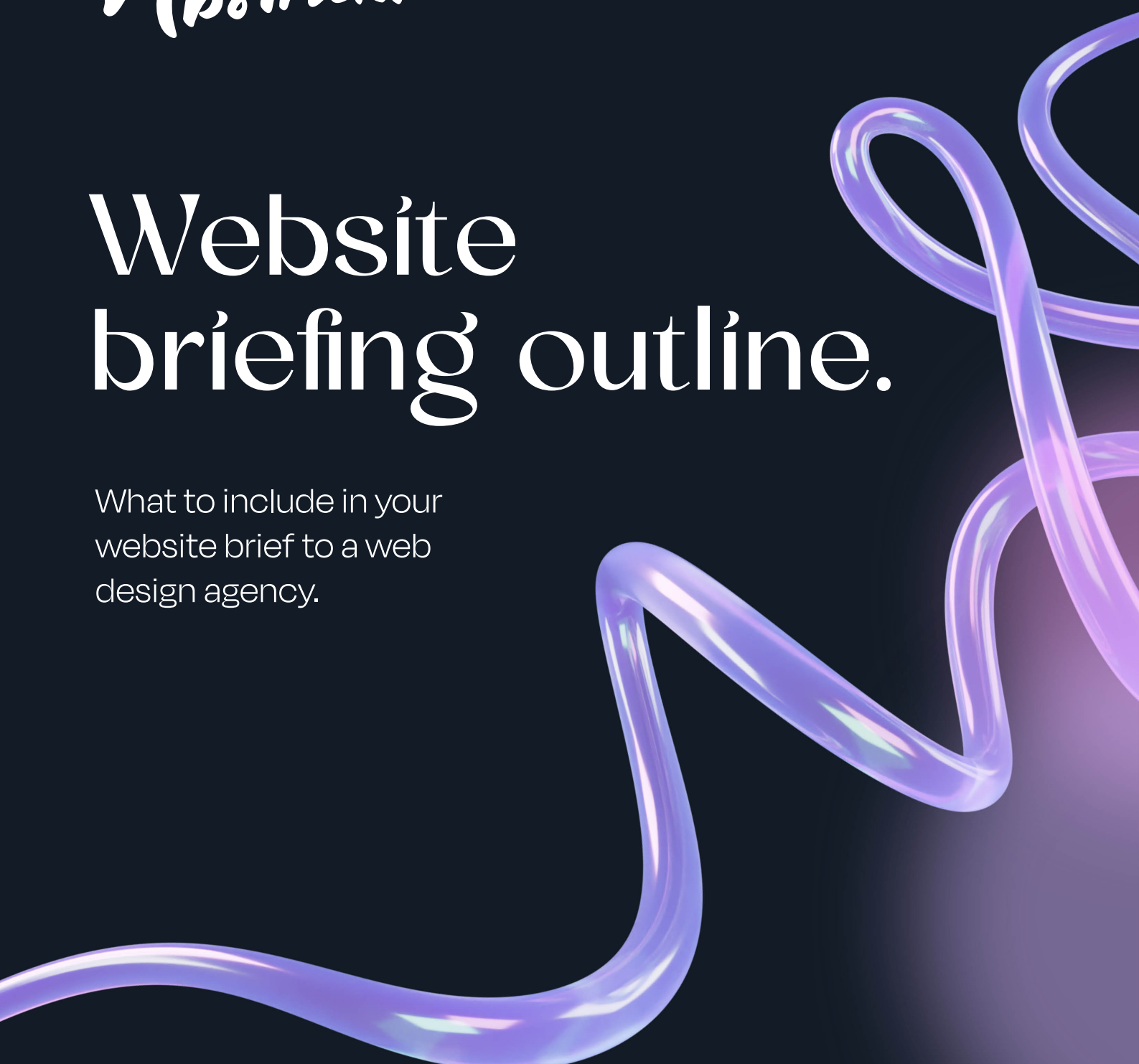


Abstrakt

Website briefing outline.

What to include in your
website brief to a web
design agency.



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The business.

Provide a broad outline and a general introduction to the company.

Include who you are and what you do, the industry you work in and your place within it (for example, established brand or challenger start-up). Your proposition, positioning and USP, your business ethos/ approach and any strategic growth plans that might affect your website project. This sets the scene and gives our team a good understanding of the context in which your project is anchored.

Objectives of the new website.

Outline the primary purpose and key objectives of your website project.

What are you aiming to achieve? This could include improving brand visibility, altering perception, generating leads, increasing sales, building a community, or enhancing user engagement. Why is your current site no longer suitable? What are you hoping to improve? Be specific about your objectives and ambitions, as this guides the overall project and ensures we are delivering a solution that meets your goals.

Competitors.

Provide a summary of your main competitors (on and off-line).

This can include direct competitors, industry disruptors, or brands you seek to challenge. Where are they succeeding, what are they doing well? How do you stand against them online? Are you trying to stand out from the crowd, or fit in and play it safe? Where do you see opportunities for differentiation? This will help us understand the competitive landscape you operate within and where you want to sit within it digitally.

Target audience.

Who are you trying to reach? Please describe your target audience(s), along demographics, behaviours, motivations, and any challenges they face that your business helps to solve.

Is your online audience the same as your offline customers? Does each audience have different needs? What are they looking for from your website? Understanding your audience ensures we can approach the project from a user-centric stand point, architect a solution with their needs in mind and tailor the design and user experience to match their expectations.

Design preferences.

Provide a copy of your brand guidelines and give an indication of how much freedom there is to expand the digital brand.

Describe the desired look and feel for the website, along with a list of reference websites, styles, or mood boards that reflect your vision, and advise what you like about them - layout, features, style, colour, interface elements etc. This will guide our team on your current brand style, the overall aesthetic you are trying to achieve and the level of flair and polish you are aspiring to.

Functional requirements.

Provide a list of the key features and functionality your website needs.

Are you looking to re-platform or stay with the current solution? Will all existing on-site functionality be retained? Is any new functionality required? Will the site need to integrate with any external systems – if so, what? Think about any essential interactions your users will have on the site and the technical solutions required to support them (for example, booking system, membership area, online purchase). It's also helpful to prioritise what's a 'must' versus a 'nice-to-have', so we can scope accordingly. The more specific you are, the more accurate your estimate will be.

Content strategy.

Outline the content strategy for your website.

Will you be using existing content and assets or providing these from scratch? If from scratch do you require copywriting support? What kind of assets will be required - imagery, video, pdf downloads? Please share any existing assets or plans for new content creation, highlighting any key pages or sections that will need special attention. This helps us build content auditing and creation time into the overall timescale and costs, if appropriate.

Goals for search.

Outline your approach to search engine optimisation.

Do you have an existing strategy, are you working with a third party, or do you require a new SEO strategy as part of the project? Understanding your expectations for search and your resources in this area will help us determine whether to include a protectionist or opportunity SEO strategy in the overall project scope.

Budget and timeline.

Advise your project budget and timeline, including critical milestones such as product launches or marketing campaigns.

When are you looking to start the project? Knowing your budget and timeline helps us suggest solutions within your financial reach and achievable by your deadline, and will allow us to align the project scope with your expectations.

Maintenance and support.

Outline what level of ongoing maintenance and support you will require.

How do you want to tackle performance monitoring, security, and any other maintenance needed to keep your site running optimally? Would an aftercare support package be beneficial or do you prefer to work on a sprint based ad-hoc basis? This helps us to understand how much ongoing support you are likely to need.

Criteria for success.

Define what success looks like to you.

What are stakeholder expectations? Are there any KPI's we need to work towards? What metrics will you use to measure the effectiveness of your new website? This could include traffic growth, conversions, user engagement, improved usability, or brand perception.

Clear success criteria help us stay focused on delivering the results that matter most to your business.

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Make your mark online.

We hope you found this guide helpful to get started with your website brief.



Have a question about the guide?
Get in touch.

Nikki Taylor

nikki@weareabstrakt.com

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