GENVORA

FREE TEMPLATE

Website redesign brief

The ten things any web team needs to know before they start.
Short answers are fine.

1. Fill it in
Type straight into the boxes on screen, or print it and write.

2. Save it
Save the file so your answers are kept.

3. Send it
Email it to contact@genvora.net and we'll tell you what's missing.

BUSINESS NAME

YOUR NAME AND ROLE

DATE

01 About the business

What do you do, who for, and where?

What makes you different from similar businesses?

02 Goals, and how we'll measure them

What should the new website achieve? For example: more enquiries, more bookings, more visitors from Google, fewer phone calls asking basic questions.

Where are you today? Monthly visitors, enquiries or bookings, if you know them.

03 Who the site is for

Your main types of customer

The questions each of them has before they get in touch

04 What works now

Pages, features or content that bring in visitors or enquiries

Things customers have said they like about the current site

05 What doesn't work

Be specific. For example: "People ring us to ask our opening hours because they can't find them on a phone."

06 Pages and features

Pages you need For example: Home, Services, About, Contact.

Things the site needs to do

- [ ] Contact form
- [ ] Online booking
- [ ] Online payments
- [ ] Blog or news
- [ ] Members' or client area
- [ ] Connect to other systems (CRM, accounting, email marketing)
- [ ] Other

07 Content

Who will write the words?

- [ ] We'll write them
- [ ] We need help
- [ ] Not sure yet

Who will supply photos?

- [ ] We have them
- [ ] We need them taken
- [ ] Use stock photos

When can the content be ready?

08 Examples you like, and why

WEBSITE 1	WHAT YOU LIKE ABOUT IT

WEBSITE 2	WHAT YOU LIKE ABOUT IT

WEBSITE 3	WHAT YOU LIKE ABOUT IT

09 Technical details

DOMAIN NAME, AND WHO IT'S REGISTERED WITH

WHERE THE CURRENT SITE IS HOSTED

WHO HAS THE LOGINS

SYSTEMS THE SITE MUST CONNECT TO

If you're not sure, write "not sure". That's fine.

10 Timings and decisions

Any fixed dates Launch event, busy season, campaign.

WHO GIVES FEEDBACK

WHO MAKES THE FINAL DECISION

11 Anything else we should know?

NEXT STEP

Save this file with your answers and email it to **contact@genvora.net**. We'll read it and tell you honestly what's missing, and whether a refresh, a redesign or a rebuild fits best.