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## Artemis Website Project Management

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# Website Brief

10 elements for the perfect website brief (WB)

## OVERVIEW

Follow my 10 elements when crafting your WB and you'll cover all the expected bases.

## THE TEN ELEMENTS

1. Introduction, Deadline and Budgets
2. Goals
3. Audience Outline
4. Must Have Requirements
5. Research Summary
6. Scope
7. Wireframes
8. Content Outline
9. Technical Features
10. Hosting

## **0.1 - INTRODUCTION**

Here we outline why you've decided a new website is needed. If you are an ecommerce business for example you may opt for a better performing platform and write something down the lines of, "Our current ecommerce platform is Shopify and we want to switch to a Magento 2 taking full advantage of its SEO (Search Engine Optimisation) features."

## **0.2 DEADLINES**

Time to get the calendar out and pin a date to launch your new website. Without a deployment date prospective suppliers won't be able to allocate resources for the project.

## **0.3 BUDGETS**

The big temptation here is not to commit to a budget but you need to. For example the cost of a content managed system (CMS) website which allows users to edit is broken down into the following categories:

CMS license, content creation, design, build, ongoing support and hosting. Anything less than a £40,000 budget will keep you outside today's best ecommerce platforms.

## **2 - GOALS**

Your new website's primary business goal is detailed in this section, resist the temptation to list a stack of goals, try and pin down one critical business goal. E.g. If you were a virtual fitness company needing to increase monthly subscriptions your primary business goal may look something like: "We currently have 200 members subscribing to our virtual fitness classes, we want to double this within 1 year of launching the site."

### **3 - AUDIENCE OUTLINE**

Here we profile the audience you want to reach. For example if you were selling trainers online your target audience might look something like this:

“18-25-year-olds whose lives revolve around fitness, fashion and music.”

### **4 - MUST HAVE REQUIREMENTS**

We detail here what the site must have, for example if you're a spa hotel it may look like this: book rooms, spa treatments and gift vouchers online.

If visibility in search engines is critical then your page content needs to be search engine optimised (SEO) this just means the platform of your future site needs to follow Google's official webmaster guidelines.

### **5 - RESEARCH SUMMARY**

In this section you detail what you already know from your existing site e.g. Keyword rankings, organic traffic per month, usability insights, conversion data etc.

### **6 - SCOPE**

Here we sketch out a visual sitemap detailing the page structure of your new website and the functionality of those pages. This section allows you as an organisation and prospective suppliers to see the scale of work to be undertaken, it's usually the moment the weight of the job hits you but it's a necessary reality check.

### **7 - WIREFRAMES**

Here we take responsibility to sketch the bare bone layout of our web pages. What we don't do is leave this aspect to speculation. You know your business better than a designer, this is your

opportunity to take control of the key elements of your web pages.

## **8 - CONTENT OUTLINE**

If there is any one area that causes a web project to slow down it's the underestimation of how long it takes to populate all those empty web pages with words. The action here is to define what pages need copy, images, video and downloads. Also we ask ourselves how the content is going to be sourced and who is going to populate the pages?

## **9 - TECHNICAL FEATURES**

User logins? Booking systems? eCommerce shipping integration? Key functional elements need to be fleshed out here. Brushing over this section is a surefire way of launching a project whose boundaries continually balloon by the ad hoc tipping in of additional features.

## **10 - HOSTING**

If your site has dynamic features such as personalised content, authorised access areas etc then you will need a hosting service that supports back end scripting such as PHP and MySQL. You will need to audit the functionality of your proposed site which in turn informs what hosting package best fits.

**And that's it folks! Cover the above ten elements and your WB will pack a solid punch.**