

## Website Development Brief



Company Name:

Website:

Contact Name:

Contact Email:

Contact Telephone:

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Development Timescale:

Hosting Provider:

Approximate number of web pages:

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### Website Strategy

<ul style="list-style-type: none"><li>Marketing goals</li></ul>	
<ul style="list-style-type: none"><li>Competitors</li></ul>	
<ul style="list-style-type: none"><li>User requirements</li></ul>	
<ul style="list-style-type: none"><li>Success metrics – what does success look like?</li></ul>	

### Functionality Requirements

<ul style="list-style-type: none"><li>New functionality required</li></ul>	
<ul style="list-style-type: none"><li>Ideas for future requirements</li></ul>	

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*Plaza Del Mar, Cherngtalay  
Thalang, Phuket, 83100, Thailand  
Tel: +66 (0) 892 881 401*

## Creative Strategy

Lays out the proposed visual design direction to explore. Who is the audience? What are the audience characteristics? What “story” should the site tell? What tone and imagery should the site take on?



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## Content Plan – who is responsible for what content and when?

<ul style="list-style-type: none"><li>• Deliverable description</li></ul>	
<ul style="list-style-type: none"><li>• Content provider</li></ul>	
<ul style="list-style-type: none"><li>• Writer</li></ul>	
<ul style="list-style-type: none"><li>• Due date/Date submitted</li></ul>	
<ul style="list-style-type: none"><li>• Priority</li></ul>	

Sign off \_\_\_\_\_

Date \_\_\_\_\_

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