



FREE TEMPLATE

Website Brief

Fill this in before you ask for quotes. Every designer will be pricing the same project, so the numbers you get back are ones you can actually compare.



How to use it: type straight into this PDF (or print it), answer what you can, and skip anything you are unsure about. Prefer to fill it in online? Use the form at witsendsupply.co/website-brief and you will get a copy of your answers by email.

1 About you

Who you are and what you sell, in plain words.

Your name *

Email *

Business name *

Current website (if you have one)

What does your business do, and who are your customers? *

2 Goals

What the website needs to do. This is the most important part.

What should the new website do for you?

- | | |
|--|--|
| ☐ Bring in more leads or quote requests | ☐ Sell products online |
| ☐ Take bookings or reservations | ☐ Answer common questions so we get fewer calls |
| ☐ Help us recruit staff | ☐ Make us look more established |
| ☐ Something else | |

How will you know it's working?

3 Pages

A rough list is fine. Page count is one of the biggest factors in price.

Roughly how many pages do you need?

- | | |
|------------------------------------|------------------------------------|
| ☐ 1 to 5 | ☐ 6 to 10 |
| ☐ 11 to 20 | ☐ More than 20 |
| ☐ Not sure yet | |

Do you need any of these?

- | | |
|--|--|
| ☐ Blog or news | ☐ Careers section |
| ☐ Portfolio or case studies | ☐ Locations or store finder |
| ☐ Events calendar | ☐ Members or client login |

Pages you have in mind (optional)

4 Features and integrations

This is where quotes swing the most, so be specific.

Which features do you need?

- | | |
|---|--|
| ☐ Online booking or scheduling | ☐ E-commerce (selling products) |
| ☐ Forms connected to a CRM or email platform | ☐ Online payments |
| ☐ Multiple languages | ☐ Gated content or logins |
| ☐ Not sure yet | |

Anything else about features or tools you use?

5 Content

Content is the number one reason website projects stall.

Who's providing the words and photos?

- | | |
|---|---|
| ☐ We have copy and photos ready | ☐ We have some, and need help with the rest |
| ☐ We need help with all of it | ☐ Not sure yet |

6 Sites you like

The why matters more than the link.

Two or three websites you like, and why

A website you don't like, and why (optional)

7 Budget and timeline

A range isn't a trap. It tells us whether to propose the lean version or the full build.

Budget range

- ☐ Under \$3,000
- ☐ \$3,000 to \$6,000
- ☐ \$6,000 to \$12,000
- ☐ More than \$12,000
- ☐ Not sure yet

When would you like to launch?

- ☐ As soon as possible
- ☐ In 1 to 3 months
- ☐ In 3 to 6 months
- ☐ Flexible

Any hard deadline? (optional)

8 Decisions

More decision makers usually means more review rounds.

Who will approve the work?

- ☐ Just me
- ☐ Two or three people
- ☐ A committee or board

Anything else we should know?

Done? Send it to us.

Email your finished brief to info@witsendsupply.co and we will come back with a straight answer on what your project should cost. Or share it with any designer you are talking to. That is what it is for.