WEB DESIGN BRIEF

Hello! I am Siri

I'M SO HAPPY YOU'RE HERE

Thank you for choosing to work with me! I'm ready to create something amazing for you and your business.

Please fill out the questions in this PDF so that I can get started on your project. **Answer every question as best you can.** there's no right or wrong answer! The more information you can give me, the better the end result because no-one knows your business quite as you do. Your answers will help me understand your offering, point of difference and think through the best ways to articulate your business from a visual and functional point of view.

The answers will remain completely confidential and will help us better tailor our services to you and your business. If you don't have an answer to a question please fill in 'n/a' but try your best to answer every question. And most importantly, don't skip the content submission, as without content, I cannot create a website!

I know there's a lot to work through, and it can take time to gather your thoughts. You can get started and save the PDF along the way to come back at it at a later time and complete the whole brief.
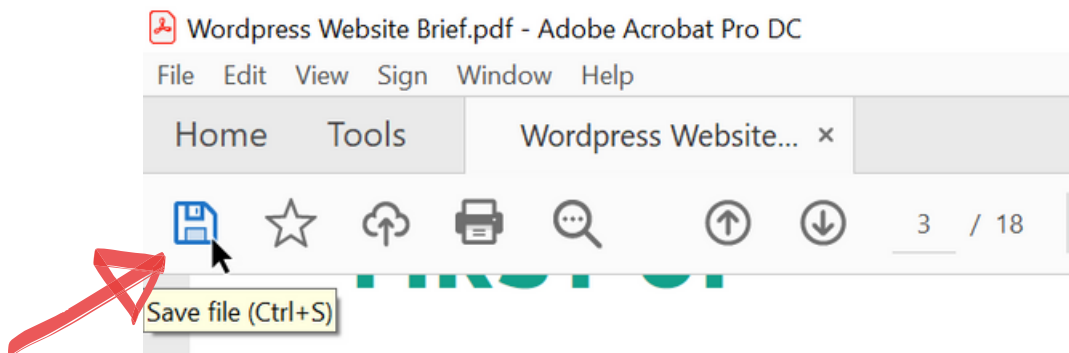
If you want to share any ideas or thoughts, or if you have any questions, you can always send me a message or give me a call.
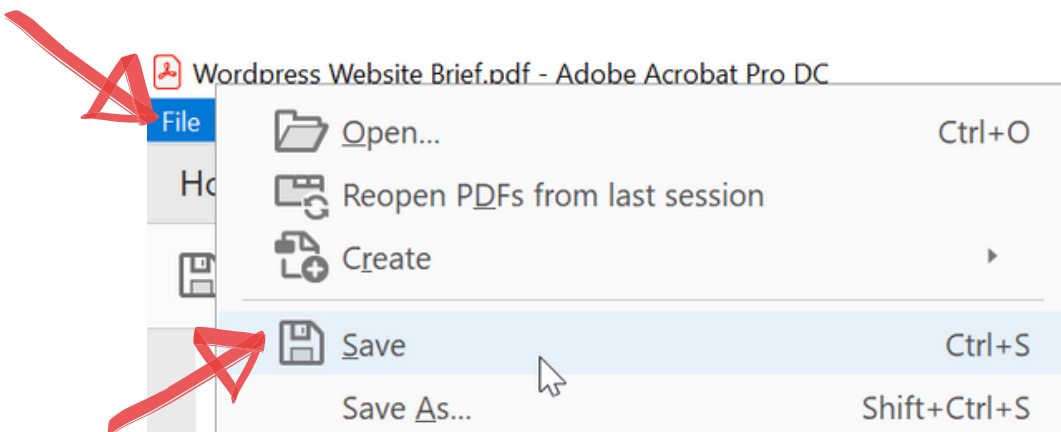
Siri xx

Hold up! Don't forget to save

YOU CAN START FILLING OUT THIS PDF ON YOUR PC AND COME BACK TO IT AT ANY TIME (OR ALREADY SEND OVER A SAVED VERSION TO US SO WE CAN GET STARTED)

Simply start filling out the document by typing in the fields and when you are ready, or you want to come back to it later, click the SAVE button:

You can also save the PDF by going to "File" and click "Save":

FIRST UP

THE NAME OF YOUR BUSINESS

YOUR ADDRESS

YOUR PHONE NUMBER (IF YOU WANT TO HIDE THIS ON YOUR WEBSITE, PLEASE LET ME KNOW)

YOUR BUSINESS EMAIL

YOUR SOCIAL MEDIA LINKS

LET'S GET TO KNOW YOUR BUSINESS

GIVE ME A BRIEF OVERVIEW OF WHAT YOU DO / SELL / OFFER

HOW DO YOU SOLVE YOUR CUSTOMER'S PAIN POINTS?

WHAT ARE YOUR BUSINESS VALUES?

LET'S LOOK AT YOUR COMPETITORS

PLEASE LIST 2-3 OF YOUR MAIN COMPETITORS

WHAT DO THEY DO WELL?

HOW DOES YOUR OFFERING DIFFER FROM THEIRS? WHAT DO YOU DO BETTER THAN THEM?

LET'S GET TO KNOW YOUR CLIENTS

THE GENDER, AGE AND PLACE OF YOUR IDEAL CLIENT

HOW WOULD THEY FIND OUT ABOUT YOU?

DO YOU HAVE ANY EXISTING TESTIMONIALS YOU CAN SHARE WITH US? PLEASE COPY AND PASTE THEM HERE OR SEND THEM.

DESIGN: THE BASICS

PLEASE LIST 5 WORDS YOU'D LIKE YOUR WEBSITE TO INVOKE THE FEELING / VIBE OF.

LIST ANY WORDS ASSOCIATED WITH YOUR INDUSTRY / OFFERING

THE STYLE

WHAT COLOURS SPRING TO MIND WHEN YOU THINK OF YOUR DREAM WEBSITE?

LIST 3-5 BUSINESSES OF WHICH YOU LOVE THEIR WEBSITE, SOCIALS, OR LOOK.

PLEASE LET ME KNOW SPECIFICALLY WHAT YOU LIKE ABOUT THE EXAMPLES YOU'VE PROVIDED. THE COLOURS, FEEL, LAYOUT?

IS THERE ANYTHING YOU DEFINITELY WANT TO BE INCLUDED ON YOUR WEBSITE?

IS THERE ANYTHING YOU DO NOT WANT TO BE INCLUDED ON YOUR WEBSITE?

CONSIDER CREATING THESE OTHER PAGES

The next and final step would be to take your visitor on a journey. The more info you provide, the better. Not just to inform them, but also for your SEO (Search Engine Optimisation). The more pages = lots of keywords present = a more prominent position in Google!

FREQUENTLY ASKED QUESTIONS

Help your visitor answering common questions. Google also ranks websites that answer frequently asked questions, so it's another great way to send traffic to your site.

PORTFOLIO OR GALLERY

If you have creative content to showcase, do it here.

RESOURCE LIBRARY

This is where you can add any tutorials, workbooks, podcasts, instructions, manuals, guides, and more.

TESTIMONIALS OR REVIEWS

Why not dedicate a whole page to it, as you should be proud of your social proof!

BLOG

Try updating your website with a blog every fortnight (Google will love you). Share your knowledge and info whilst using keywords to drive traffic to your website.

MEDIA

If you have great video content we suggest to add it here.

PRIVACY POLICY & TERMS OF SERVICE

This is a must when you are collecting email addresses for marketing purposes. You can find standard templates or get them written up by a lawyer. Take this online quiz to see which legals you would require for your website.

MARKETING

LEAD MAGNET

We highly recommend offering a lead magnet for people to sign up to your newsletter. Do you have a lead magnet (such as a guide, video, quiz, checklist) and do you wish to include this on your website?

YES	**NO**
Please send this over or upload to a shared cloud-based drive.	Feel free to discuss options with us if you want to create one.

HOSTING

When building with WordPress, your site needs to be hosted somewhere. Think of it as paying for the land to build your house.

We provide cloud-based hosting packages with dedicated Australian servers and additional benefits included - server-side caching for blazing fast speeds, daily backups and SSL certificates. We also have higher-level plans that include keeping your site and plugins up to date, access tp agency-level plugins to improve your site speed, SEO, design and security, and time for regular site changes. Please let me know which you'd prefer.

A HOST OF MY CHOOSING

Make sure to fill out the logins.

SIRI'S HOSTING

Your first month is free!
$29 per month thereafter

WEB CARE ONLY

$49 per month

SIRI'S HOSTING + WEB CARE

Your first 3 months of CARE is free - pay only $29 for hosting
$69 per month thereafter

Please note if you wish to opt for your own hosting, extra charges might occur. It takes time for us to navigate different platforms and get in touch with their support in case we need to sort something out.

WHAT'S INCLUDED?

WHY WEB CARE?

I encourage you to think smart about your website. You've made an investment – make sure it's working for you. We offer maintenance plans as an ongoing monthly charge if you would like us to look after your website once we go live. We will look after your back-ups and WordPress updates plus offer agency-level plugins for speed, design and security optimisations,

Think of maintaining a website as you would get your car serviced - you wouldn't go without one and risk things going wrong! It is important to keep on top of updates, security and backups.

OK, so what's included?
- Monitoring security and uptime on the website
- Protecting against hackers, bots and malware
- Maintain active security SSL certificate
- Spam filtering
- Daily backups stored in a secure offsite cloud location
- Access to agency-level plugin licences
- Monthly plugin, theme and core updates for added features and security patching
- Monthly check for security risks, malware, blacklists and errors

No contracts, initiation or termination fees

BONUS:

RECEIVE 15 MIN OF TECH SUPPORT EVERY MONTH ON A MAINTENANCE PLAN.

THIS IS IDEAL IF YOU NEED US TO ADD A PRODUCT OR BLOG, MAKE CHANGES AND GENERALLY HELP OUT WITH ANYTHING ON YOUR WEBSITE.

LOGIN LIST

IF YOU ALREADY HAVE A WEBSITE

LOGIN URL

USERNAME

PASSWORD

IF YOU ALREADY HAVE A CPANEL

LOGIN URL

USERNAME

PASSWORD

IF YOU ALREADY HAVE YOUR DOMAIN REGISTERED*

LOGIN URL

USERNAME

PASSWORD

IF YOU'D LIKE TO INCLUDE AN INSTAGRAM FEED

USERNAME

PASSWORD

We recommend registering your domain with Namecheap so will have all the access we'll need to manage your domain. Ask us about migrating your current domain.

LOGIN LIST

FACEBOOK PIXEL

If at any time in the future you'd like to run Facebook ads, it can be helpful to have a Facebook Pixel installed, so you can run ads to warm leads. AKA previous website visitors. This gives you a higher chance of conversion, as these people already know like and trust you. If you'd like this step set up, please set up a Facebook Pixel and enter your Pixel tracking code below.

Follow the instructions here.
I just need the number, not the full set of HTML eg '123456789'

PIXEL ID

IF YOU'D LIKE ME TO INTEGRATE NEWSLETTER SIGNUP

If you do not have an email platform account yet, then we highly recommend signing up for Mailerlite or Klaviyo.

Mailerlite is very user-friendly and great for service-based companies.
Klaviyo is your best choice for e-commerce with tons of data and flows up for grabs.

PLATFORM

USERNAME

PASSWORD

OR

PLEASE SET THIS UP FOR ME

LOGIN LIST

DATA TRACKING

Since we will be using data to track your website views, visits and other analytics, and I will submit your site to search engines, please provide a Gmail account to be used. I recommend setting up a business admin Gmail account that is separate from your personal email address for this purpose, for example 'businessnamedata@gmail.com'.

This is a free account, but it's helpful for developers to access without accessing your business / personal emails.

GMAIL

PASSWORD

IP ADDRESS

I'll exclude your home computer from your data tracking so you can get a more accurate picture of visitors. Please Google 'What's my IP address' and provide the number that comes up. If you work from multiple places (ie home, office) / devices (ie computer, mobile, iPad), please do this for each location / device.

IP DESKTOP

IP PHONE

IP OTHER

IP OTHER

IP OTHER

CONTENT + IMAGERY

Please create a shared Cloud-based folder such as Google Drive or Dropbox and upload all the images and content we will need to put on your website. Share this link with us in an email or drop it below.

Alternatively, you can email us the attachments.

SHARED FOLDER URL

IMAGES

Preferably these should be in 72ppi JPG.
Format with a minimum width of 1600px and a maximum width of 2500px. Please rename files where applicable, eg for multiple team members name with staff names.

- Photos of yourself / your team
- Photos of products
- Photos of events

You can find royalty-free images via www.pexels.com, www.pixabay.com and www.unsplash.com OR you can purchase premium images ($13 per image or $40 for 10) via www.istockphoto.com

DOCUMENTS

Any menus, flyers etc you'd like to be available for download or any digital products.

COPY

Preferably these should be in Word Doc format. Please note copy may be tweaked for SEO purposes on the final site, but you'll have a chance to review this and amend before your site goes live.

- Page copy (Home, About, FAQ, Testimonials, Contact)
- Blog copy (up to 5 blogs are included)

If you need any help with copywriting, please let us know so we can quote you for this.

CONTENT + IMAGERY

DESIGN

If your branding was designed elsewhere please include:

- Brand guidelines
- Brand files (PNG with transparent background + SVG)

POLICIES

We highly recommend getting your legals written up by a professional lawyer. You can check what your website needs via legal123.com.au

- Privacy Policy
- Terms of Service
- Any other legal requirements as per your industry

I HAVE PROVIDED ALL THE CONTENT REQUIRED

Please understand we cannot start the project without any content (copy, images, logo at the least) and your project might be delayed if you have not provided us with the needed content.

BRAIN DUMP HERE! BE AS SPECIFIC OR VAGUE AS YOU LIKE. ANYTHING THAT SPRINGS TO MIND IS RELEVANT.

SIRI THE AGENCY

GET IN TOUCH

| 0413378033 | EMAIL |
| INSTAGRAM | FACEBOOK |