# Overview

Fill out the template and send to the website development companies you want to pitch for the work.

Company Name:

Email Address:

Existing Website Address:

Summary about the business:

*Who are you and what is your mission?*

Our position in the market:

*Do you provide a premium or budget service?*

Our competitors are:

*Highlight some direct or indirect competitors*

Contact Name:

Phone Number:

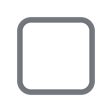
Our target audiences are:

*Feel free to attach any audience profiles*

Our commercial objectives:

*Smart business objectives are helpful to determine the priorities of a website*

We have the following brand assets:



High resolution logos

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Brand Guidelines

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Tone of voice guidelines

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Social Media Profiles (link below)

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Printed Media

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Imagery

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Videos

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Other (describe below)

# Website Design and Function

The website must be built to do the following:

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Generate leads

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Provide calendar and   
make bookings

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Sell products online

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Download Brochures

What we like about our website:

*Think about structure of functionality, size or style.*

What frustrates us about our website:

*This will give guidance on what your current site is lacking.*

Other websites we like:

*Do not have to be in the same industry*

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Provide blog and news updates

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Update with new products/listings/services

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Enquiry forms

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Other

How we plan to promote the new website:

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Search engines

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Pay per click

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Social

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Paid Social

Other marketing:

*Describe current marketing activities*

Design Requirements for the new site:

*What domain will the new site be on, or any preference of technology and framework*

The sitemap of the new site:

*Attach a spreadsheet or link to online tool*

We can provide

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Website copy

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Photography

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Videos

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Logos

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Graphics

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Offline (radio, tv)

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Out of home (billboards, direct)

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Events

We need you to source

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# Website Functionality

High priority

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About us page

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Document Downloads

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Data Capture

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Retargeting

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Ecommerce

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Enquiry forms

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Maps

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Newsletter signup

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Product catalogue

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Customer portal

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Trade Portal

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Image gallery

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Live chat

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Blog/News

Others?

*Please highlight any other functionality and its priority.*

Nice to have Not Required

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Our website needs to link with these services:

*List all services, along with links and contacts where appropriate*

Our hosting package is with:

*If applicable*

We’d need the following ongoing support

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Training to use the website

Backing up

Performance and monitoring

Ongoing marketing

# Budgets and Timelines

Our budget for this project is:

We require the website delivered by:

Additional Information about the project:

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Ongoing development

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Service level agreement

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Compliance measures

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Other