# 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



Brand Guidelines



Tone of voice guidelines



Social Media Profiles (link below)



Printed Media



Imagery



Videos



Other (describe below)

# Website Design and Function

The website must be built to do the following:



Generate leads



Provide calendar and
make bookings



Sell products online



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*



Provide blog and news updates



Update with new products/listings/services



Enquiry forms



Other

How we plan to promote the new website:



Search engines



Pay per click



Social



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



Website copy



Photography



Videos



Logos



Graphics



Email



Offline (radio, tv)



Out of home (billboards, direct)



Events

 We need you to source





# Website Functionality

 High priority



About us page



Document Downloads



Data Capture



Retargeting



Ecommerce



Enquiry forms



Maps



Newsletter signup



Product catalogue



Customer portal



Trade Portal



Image gallery



Live chat



Blog/News

Others?

*Please highlight any other functionality and its priority.*

 Nice to have Not Required







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



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:



Ongoing development



Service level agreement



Compliance measures



Other