



Farrington Park, Marsh Lane
Farrington Gurney, Bristol BS39 6TS
Phone: 01761 452042
E-Mail: studio@lovecreativeuk.co.uk
Web: www.lovecreativeuk.co.uk

Website Brief

Name of Brief/Project:	
Client Company Name:	
Client Contact Person:	
Clients Contact Details:	

Requirement:	
What are your aims/goals for this website? (e.g. to generate sales, inform your customers, gather data etc)	
What does your company do?	
What is your product / service unique key features?	

As a business, where are you now and where do you want to be?	
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Website Structure	
Will a complete site map be provided? If yes, when?	
Has the navigation/sitemap been finalised?	
Has navigation/headings copy been finalised?	
How many pages does/will the site have?	
In the case that no sitemap or navigation have been finalised - do you require advice in these areas?	

Website Functionality requirements	
Does the site require a CMS (Content management system)?	
Does the site require e-commerce elements? (A separate briefing sheet may be required)	
Does the site need to feed from or use a database?	
Does the site need a contact form (and does it link through to an email address or database)?	
Who will perform future updates to the website once this potential project has been finished?	

Website Hosting	
Has a URL already been purchased?	
Please provide all details:	

Is there already website hosting/space?	
Please provide all details:	

Content	
Does the website need to compliment any existing style/branding/marketing?	
If so, will this be provided?	
Can you provide examples of any website addresses that you like the look of:	

Website Copy	
How much copy is there for the site?	
Who provides it?	
When will the final proofed content be handed over?	
Alternatively would you like Love Creative UK to provide an extra quotation for a website copywriter?	

Images	
Will all images to be used on the website be provided?	
If so, will they be web ready, or do they need to be edited?	
Alternatively would you like Love Creative UK to source your imagery?	

SEO	
What are the Search engine optimisation requirements:	

Register site with search engines?	
Analytics/reporting set up?	
Meta tags/descriptions provided?	
Optimised content/copy written?	