EazWorld

TEMPLATE

Website Project Brief Template

Answer these questions before you talk to a web designer. A clear brief means an accurate quote, fewer surprises and a faster launch.

1. About your business

Business name

Contact person, phone and email

What does your business do, in two or three sentences?

Where do you operate? (town, region, all of Ghana, abroad)

Do you have a website now? If yes, its address and what you dislike about it

2. Goals

Tick the main jobs your website must do, then put them in order of importance.

- [ ] Get phone calls or WhatsApp enquiries
- [ ] Sell products online
- [ ] Take bookings or appointments
- [ ] Show our work (portfolio)
- [ ] Build trust before a meeting
- [ ] Recruit staff
- [ ] Other:

How will you know the website is working? (e.g. 20 enquiries a month)

3. Your customers

Who are your ideal customers? (age, job, location, business or individual)

What problem do you solve for them?

What do they usually ask before buying?

Name two or three competitors, and what you do better

4. Pages you need

- [ ] Home
- [ ] About us
- [ ] Services (one page per service?)
- [ ] Products / shop
- [ ] Portfolio or gallery
- [ ] Blog / news
- [ ] FAQ
- [ ] Contact
- [ ] Booking page
- [ ] Privacy policy and terms

Any other pages:

5. Features

- [ ] Online payments: Mobile Money (MTN MoMo, Telecel Cash, AirtelTigo Money)
- [ ] Online payments: Visa / Mastercard
- [ ] Pay on delivery option

- [ ] Shopping cart and stock management
- [ ] Booking calendar
- [ ] WhatsApp chat button
- [ ] Contact or quote request form
- [ ] Customer accounts / login
- [ ] Newsletter sign-up
- [ ] More than one language
- [ ] Blog that you can update yourself

Roughly how many products or services will be listed?

6. Domain, hosting and email

Do you own a domain name? Which one, and who has the login?

Domain you would like if you do not have one yet

Current hosting provider (if any)

Business email addresses needed (e.g. info@, sales@) and how many

7. Content and branding

- [ ] We have a logo (vector file such as .ai, .svg or .pdf)
- [ ] We have brand colours and fonts
- [ ] We have good-quality photos of our work, products or premises
- [ ] We will write the text ourselves
- [ ] We need help writing the text
- [ ] We need professional photography

Three websites you like, and what you like about each

8. Timeline and budget

Ideal launch date, and is it fixed? (e.g. an event or season)

Budget range in GHS

Who will approve the design and content on your side?

Who will update the website after launch?

Want EazWorld to do this for you?

We help businesses in Accra and across Ghana with web design, SEO, branding and digital marketing. See our services at **eazworldgh.com/services** or talk to us at **eazworldgh.com/contact**.