

Web Brief Guide

Your website is a business tool. It should have a clearly defined set of objectives that support your overall business objectives in a measurable way. The following questions have been designed to enable us to scope, design and deliver a successful website for your business.

1] Background and your current website

- How are you currently positioned within your market?
- How does this differ from how you wish to be positioned?
- What are the primary reasons for needing to review or create your web site?
- What is good about your existing website?
- What are the known negative issues that you are currently experiencing with your current web site?
- What business priorities are not currently being met by your existing web site?

2] New website design and development

Objectives and metrics

- State your primary business objectives and their corresponding website objectives.
- By what metrics do you want the success of the new site to be measured?

Target Audiences

- Define the target audiences for your website.
- What primary messages are you trying to communicate to your individual target audiences?
- Please indicate any secondary messages to your individual target audiences.

Content Strategy

- What are the top-level content categories for your website that will make up the main navigation? (If you already have a proposed site map please provide it.)
- What level of user data capture and storage do you require?

- Please supply your privacy policy (if available).
- Please supply your website terms and conditions.
- Please supply your accessibility policy.

Design

- Please specify the tone of voice required for your website.
- Does the project have to work within an existing set of corporate identity guidelines? If yes, please supply.
- Do you have an existing media library that you require us to use photography from?
- Please indicate by URL example any specific likes / dislikes (e.g., graphics/ colours / style)?
- List other sites that you like and dislike together with reasons.

Your competition

- Please list web addresses of some key competitors and indicate the core strengths and weaknesses of each organisation (not their web site).

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