COBANNER.

cobanner.com · hello@cobanner.com

Website Project Brief Template

Fill in one page, send the same brief to every designer and compare quotes fairly.

Business name: _____

Website (if any): _____

What we do and for whom: _____

What makes us different: _____

Three competitors (links): _____

Goals

Main goal: _____

Success looks like: _____

Ideal visitor: _____

Mostly mobile or desktop?: _____

Structure and features

Pages needed: _____

Features (form, booking, shop, blog): _____

Integrations (email, CRM, payments): _____

Languages: _____

Content and brand

Who writes the text?: _____

Who supplies photos?: _____

Logo, colors, fonts?: _____

Tone of voice: _____

Design and technical

Three sites we like (and why): _____

Platform preference: _____

Domain and hosting: _____

Existing site: keep / change: _____

Timing, budget and contacts

Launch date or deadline: _____

Budget range: _____

Decision maker: _____

Email and phone: _____

Send your completed brief to hello@cobanner.com or use cobanner.com/contact/. New clients can use our work-first, pay-later model.