



Top tips to write the ultimate website brief that your agency will love.

A webinar presented by



Before we begin...

- We are recording — you'll receive the recording & slides
- Submit your questions using the chat feature
- I'll be covering this topic broadly
- @webboxdigital #WebBox

In the next 35 mins...

- The Why, Who and How
- The elements that should be included within the brief
 - How to get the attention of the most suitable agencies
 - Helping agencies self-qualify themselves for the project
- Website brief template
- Q&As.

Let's chat...

- What's attracted you to this webinar today?
 - I'm currently writing a website brief
 - I've just written a website brief, but keen to check if I've included everything
 - I'm hoping to write a website brief in the near future
 - I'm just interested!

Your host



Will Roberts
Founder & Managing Director

will@webboxdigital.co.uk

www.linkedin.com/in/willroberts1

Why write a brief?

- To outline your requirements
 - Top tip: Avoid being too 'touchy feely' — be pragmatic
- Avoid misunderstanding
- To attract interest from the top agencies
- To allow agencies to self-qualify themselves
- To gain ideas from experienced agencies.

Who should write the brief?

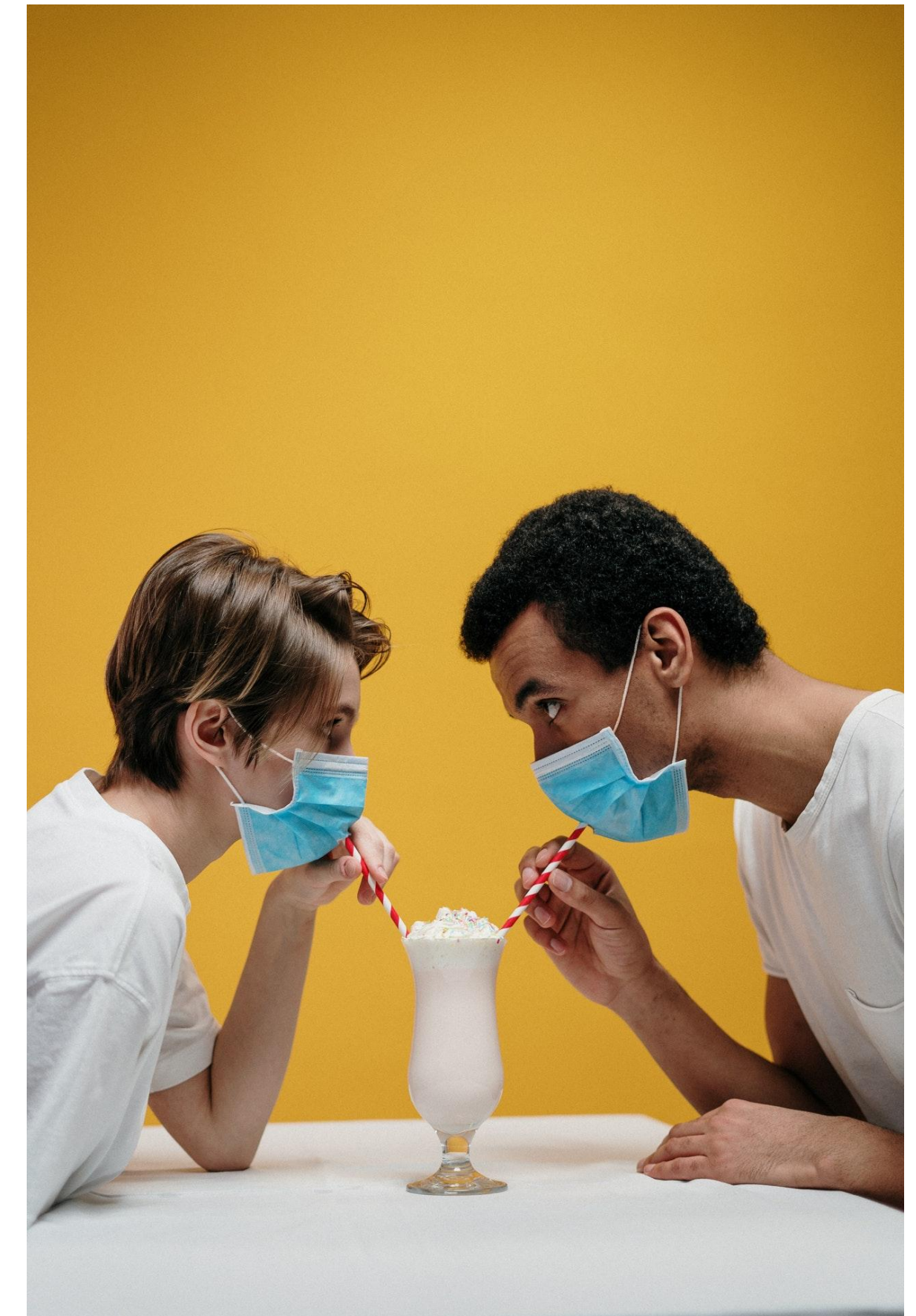
- Not the procurement department!
- Ideally the project sponsor and project manager, or the project team
 - It's important to get buy in from the senior leadership team from day 1.

How to position the brief?

- Get the attention of the most suitable agencies
 - We're looking for an agency that has experience in our sector...
- Help agencies self-qualify themselves for the project
 - We want to work with an agency which specialises in...
 - The project must be completed by 1st December...
- Don't restrict the agency too much – encourage creativity.

What to include in the brief

- Introduction
 - Tell us a little bit about you
 - Share your values
 - What makes you unique?
 - What's the size and structure of the business?



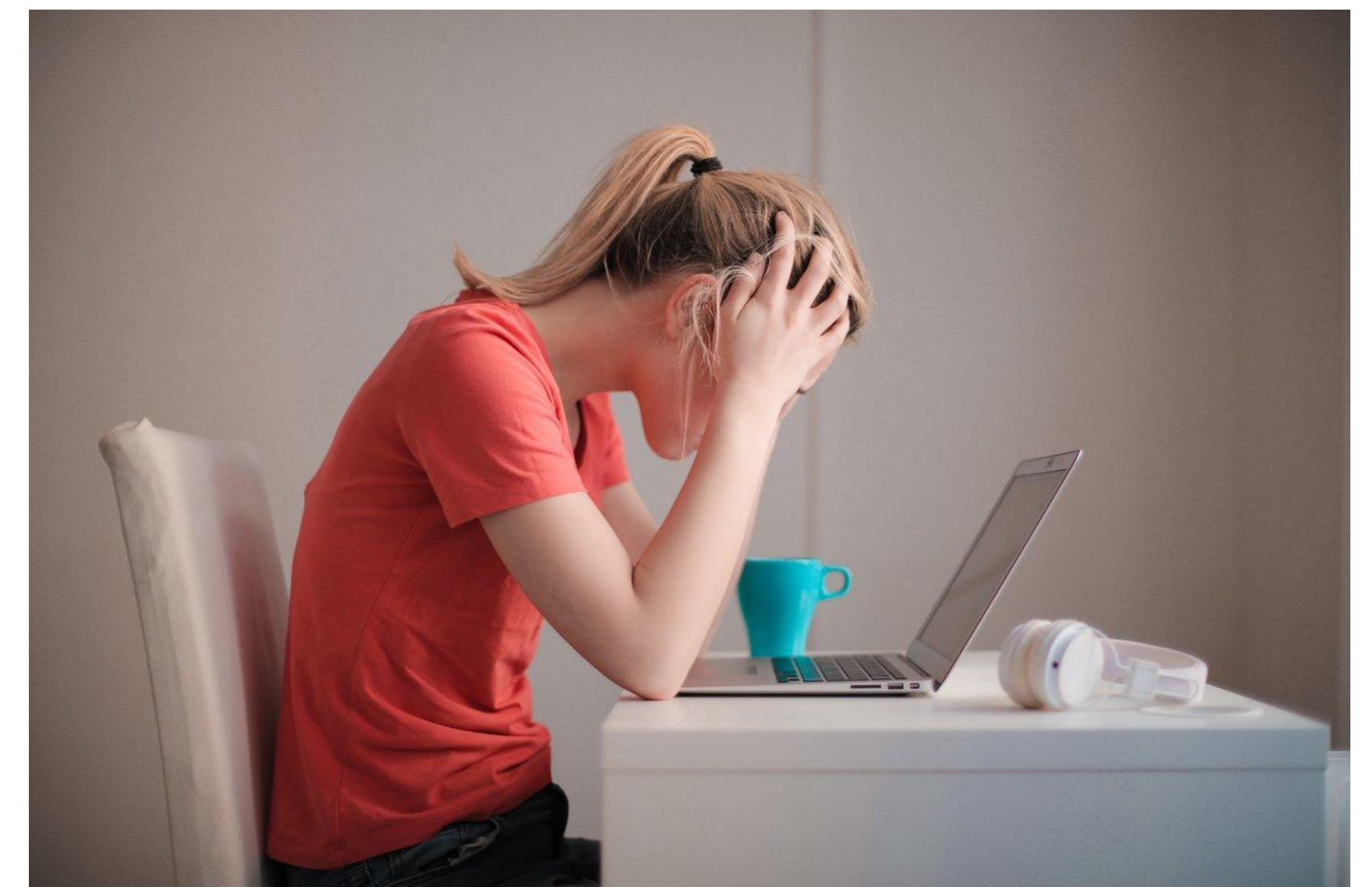
What to include in the brief

- Target audience(s)



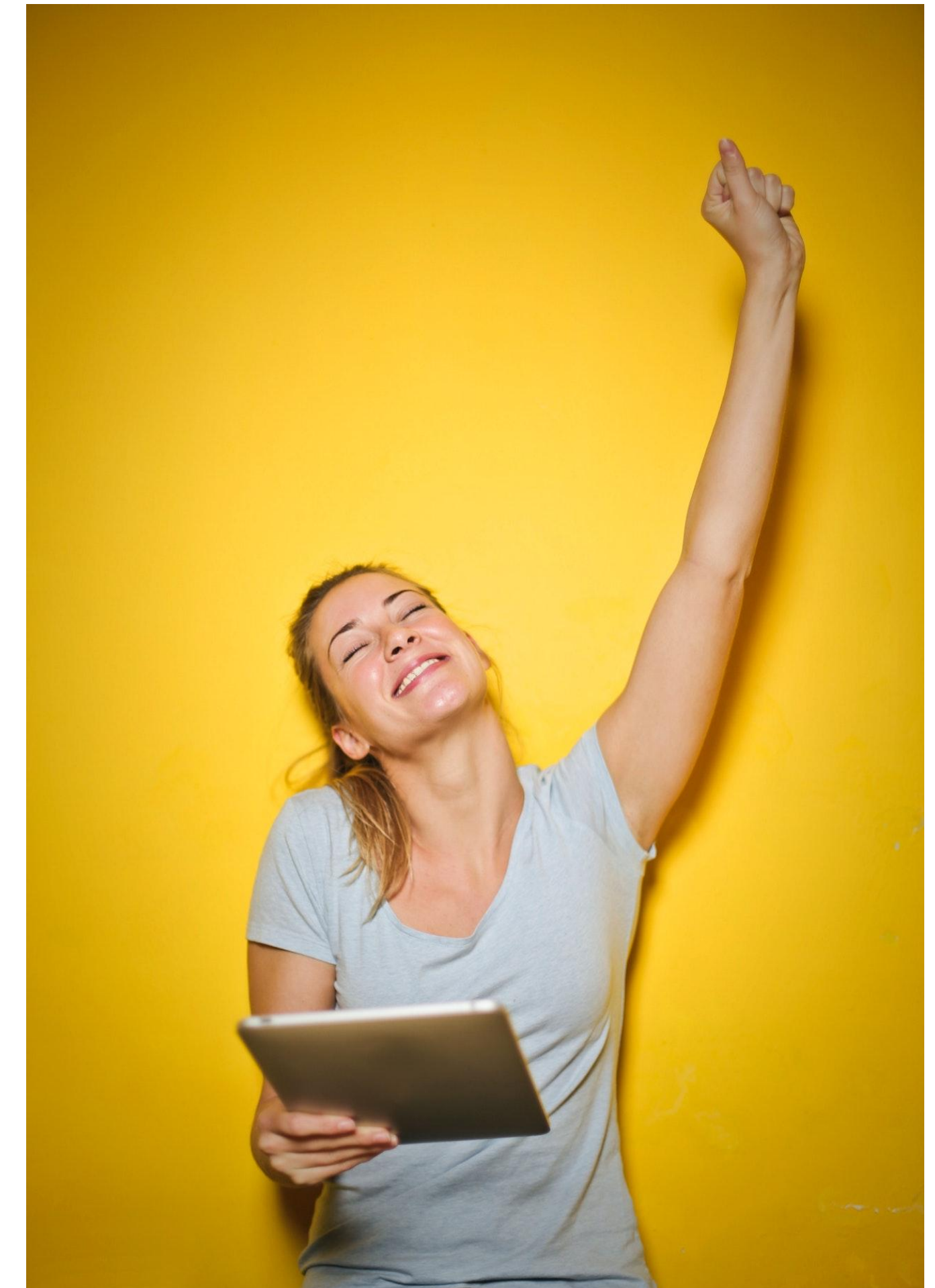
What to include in the brief

- Current website
 - What's the address(es) of your current website(s)?
 - What are the pain points with it?
 - What do you like about it?



What to include in the brief

- Objectives
 - What do you want to achieve at the end of this project?
- Measuring success
 - Use numbers/statistics



What to include in the brief

- Website features
 - What does it need to do?
 - How will it function?



What to include in the brief

- Will the website integrate with any 3rd party platforms?
- Do you require any automation?



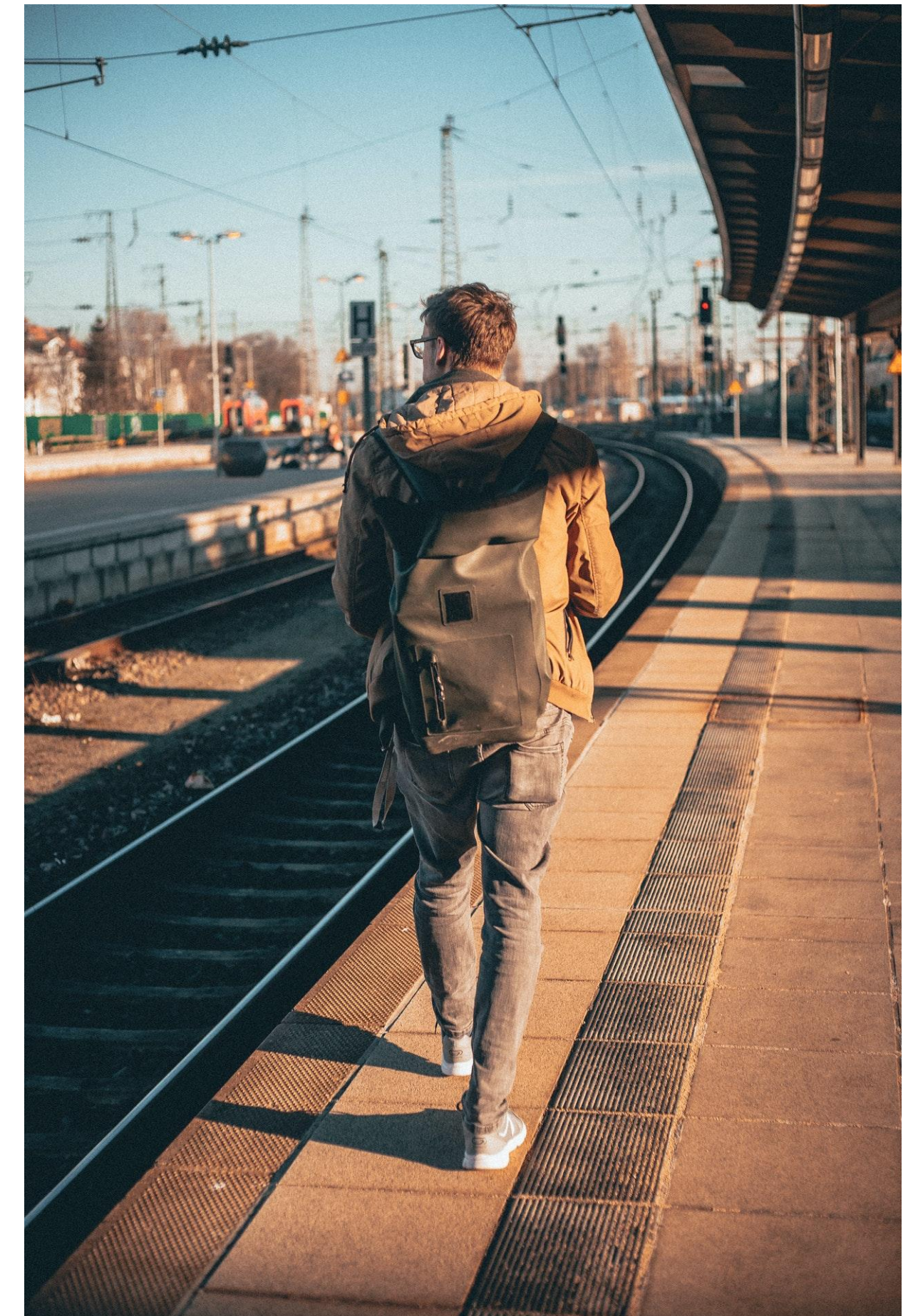
What to include in the brief

- Content
 - Can you list the pages that are required on the website?
 - Will you provide the content to us?



What to include in the brief

- Timeline
 - Does the website need to be live by a particular date?



What to include in the brief

- What's the budget for the project, and what does this include?



What to include in the brief

- Who are your competitors and main players in the sector?
- What websites do you like the look of and why?



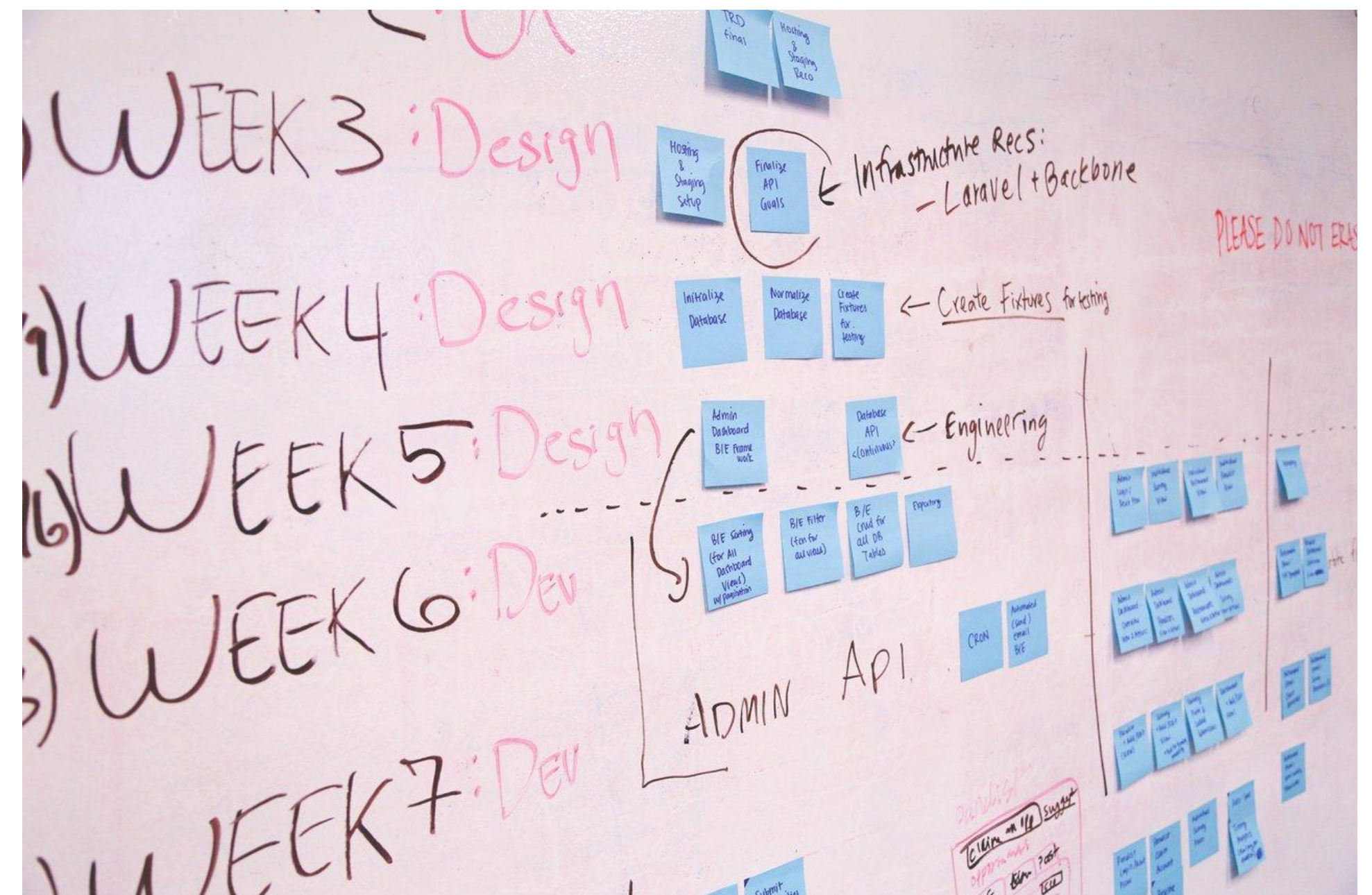
What to include in the brief

- Who will be the main point(s) of contact for this project?



What to include in the brief

- What's the process that you will take to assess the proposals?
- What are the key dates that we should work towards?



What to include in the brief

- What would you like agencies to come back to you with?



Everyone loves a freebie!



Can I help?

Yes!

Just email me at will@webboxdigital.co.uk and use the subject line **'Website brief template – can you help?!'**

Questions...

Submit your questions to us using the chat feature in Zoom.

@webboxdigital #WebBox

will@webboxdigital.co.uk

<https://www.linkedin.com/in/willroberts1>

Thank you for listening!

will@webboxdigital.co.uk

www.linkedin.com/in/willroberts1

www.webbox.digital