



Search Engine Optimisation • Internet Marketing • Web Design • Web Programming

## Website Design Brief Guidelines

### Company Profile

We're looking for a short, honest synopsis of your company and industry and how you fit in.

- 1. What does your organisation do?**
- 2. What is your niche market?**
- 3. How are you different from other similar companies in your industry sector?**

### Website Aims

Clear goals need to be set so we know what you expect your website to do for you. Choose between the following (or suggest others) and write a few lines about how you hope to achieve this.

#### What do you want your website to do;

- Generate Sales
- Encourage Enquiries & Leads
- Gain Newsletter Subscribers
- Support Existing Customers
- Save Admin Time



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## Target Audience

Detail your primary, secondary and tertiary audiences. Explain if you're looking to consolidate your existing client base or appeal to new markets. Detail any demographic figures about your audience that may be useful including; age, sex, income, occupation, location etc.

## Budget & Time Frame

Although a cost estimate will be delivered, a budget expectation will give us a good idea of the type of solution we are able to provide. Approximate time frame taking into consideration advertising deadlines.

## Design

Please provide examples of other organisations in your industry which you consider to be effective or relevant design. Also include any outside your industry.

Collect up all current marketing materials including brochures, business cards, letter heads, emails, correspondence etc that might be useful in detailing the online brand. Consider the following and write a few lines about what you're looking for design-wise.

- Colour Scheme
- Imagery
- Style & Atmosphere

Specify any websites or parts of websites which you dislike.

## **Text Content**

What pages did you plan to include on your website and give a brief description on the purpose of each page. Please use the attached Content Planner to provide full detailed versions of the website content.

## **Promotion & Marketing**

Detailing expectations and support for your website with promotion and advertising.

### **Off Line Promotion**

Do you plan to support the website offline, and if so, through what media. Consider brochures, correspondence, client gifts, business cards, etc.

### **Online Promotion**

How did you anticipate your website would be promoted online? Consider building link partners, search engine rankings (free & paid), email marketing, online advertising etc.

## **Anything Else?**

Is there anything else about your website you'd like to share?