



DESIGN BRIEFING
DOCUMENT FOR
WEBISTE
(RE)DEVELOPMENT

Before starting a website redevelopment project, we recommend considering the areas outlined below. Providing this information will help PepperStreet better understand your requirements and ensure the project delivers real value for your business. It also gives your team the opportunity to clearly define the goals and expectations for the new website.

PROJECT OVERVIEW

Briefly describe the purpose of the project. Why is the website being created or redesigned? What prompted this project (e.g., rebrand, outdated site, new services, business growth)?

BUSINESS BACKGROUND

Provide an overview of your organisation including:

- Company name

-Current Website URL

- Industry

- Products or services

- *Unique selling points*

- *Brand values and positioning*

PROJECT GOALS & OBJECTIVES

Outline the main goals for the website. Examples may include: Generate leads, Increase online sales, Improve brand awareness, Provide customer information, Recruit new staff

TARGET AUDIENCE

Describe your ideal users or customers:

Demographics

Location

Needs and pain points

How they will use the website

COMPETITORS & INSPIRATION

List competitor websites and websites you like. Explain what you like or dislike about them.

Competitor websites:

Design inspiration:

Features you admire:

WEBSITE STRUCTURE (SITEMAP)

Outline the main pages you expect to include. Example:

FEATURES & FUNCTIONALITY

List any specific functionality required:

- *Contact forms*
- *E-commerce*
- *Booking systems*
- *CRM integration*
- *Blog or news section*
- *Downloadable resources*

CONTENT REQUIREMENTS

Explain how website content will be handled:

- *Who will write the copy?*

- *Will existing content be reused?*

- *Do you have images, videos, or branding assets?*

- *Who will be responsible for content creation within the business*

BRANDING & DESIGN PREFERENCES

Provide details on visual style and branding: Do you require help with branding, logo or fonts?

- Brand guidelines

- Logo files

- Colours and typography

- Tone of voice

- Design preferences, website examples you like

SEO & MARKETING CONSIDERATIONS

Do you have existing SEO data or would you like SEO keyword research as part of the project?

Include any digital marketing requirements:

- *Target keywords*
- *Existing SEO performance*
- *Analytics tracking*
- *Social media integration*

BUDGET

Provide an estimated budget range for the project.

TIMELINE

Outline key dates:

- *Project start*

- *Launch date*

SUCCESS METRICS

Explain how success will be measured:

- *Increased website traffic*
- *More enquiries*
- *Higher conversions*
- *Improved search rankings*

14. ADDITIONAL NOTES OR REQUIREMENTS

Include any other information that may help the design and development team. Or requirements not mentioned above.

TERMS & CONDITIONS

These can be found on the PepperStreet Web Design Website at this location.

<https://pepperstreetwebdesign.co.uk/terms-conditions/>