



Website Design Brief

Please fill in this brief with as much detail as possible. Provide Jett Print with any relevant URL's, documents or screen shots

Business Name

Contact Name

Phone

Email

Street Address

Postal Address

Do you have a domain name?

Yes

No

Preferred Domain Names in order of preference

1.

2.

3.

Company Background

Services & Products Provided

What would you like your new website to achieve?

(increase sales, build database, easy to manage etc)

Who is your Target Audience?

How do your customers describe you?

(ie. reliable, friendly, traditional, fast turnaround, responsive, experienced, etc)

Who are your main competitors?

Please list your immediate and/or broader competition, including company names, website addresses or any reference material that you think might be relevant.

What do you like about websites?

What do you dislike about websites?

What style would you prefer for your website?

Fresh	Fun & Functional	Modern	Vintage
Sophisticated	Artistic	Professional	Conservative
Funky/Youth	Tradie/Construction	Natural/Earthy	Eco

Are there any other words you would like to use to describe your required look & feel?

Current Marketing Material

Please list (or supply samples) of any current marketing material that you like

What colours would you like to see on your website?

If PMS, RGB, CMYK values are known, please provide them

Do you have a Logo? **Yes - I am happy with it** **Yes - I am not happy with it** **No**

Will you be providing images for use on your website?

Yes **No - not Needed** **I will need some**

Fonts

Please select your web safe font you would prefer to use for the body copy of your site. If you're unsure we can choose one for you

Arial	Georgia	Lucida Console	Times New Roman
Palatino	Verdana	Courier New	Impact
Lucida Sans	Tahoma	Trebuchet	Choose for me

Are there any websites you like? Please provide URLs where possible

Are there any websites you don't like? Please provide URLs where possible

Anything else we should know about your design preferences/requirements?

What Features would you like on your website?

Banners or advertisements	Blog	FAQ's
Contact Form	Photo Gallery	Videos
Search Engine Optimisation	Search field	Shopping Cart
Newsletter Sign Up	Google Map	Social Media Icons
Other		

What will the email address be for all contacts for enquiry forms & contact page?

What will the contact phone number be featured on the website?

Location for Navigation Menu	Top	Left	Right
Do you want a specific footer to appear on each page	Yes	No	

List your social media directories you would like mentioned on your website

What Pages would you like on your website?

Home	About Us	Services	Products	FAQ
Contact	Blog	Meet The Team	Testimonials	Image Gallery
Pricing	Other			

Keywords Suggest any keywords that you want to be found in Search Engines for

Will you providing any documents that will be downloadable from your website?

Yes - Please supply documents with return brief	No - not needed
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What budget have you planed for your website?

What time frame do you have in mind for the completion of your website?

Please let us know if there is anything we should know to help you get your desired result

All content for website will be provided by client to Jett Print in a typed word document with no formatting or styling. Please note: any images supplied by client to Jett Print should be in general kept to a small file size and optimised for fast download/viewing, if large files are supplied, additional charges may apply for Jett Print to resize the files to a suitable size.



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