

# Web Design

## Briefing work into an agency

If you're after a new website, a converting landing page, an upgrade to your current one(s), or would like new features adding such as ecommerce, you'll need to provide a web design brief to your agency.

A well-written brief will help the agency to get a feel for your brand and its website requirements.

Here are some questions and information for you to be able to provide an effective brief.





1. Give an overview of your business.
2. How does the web play a part in your business?
3. What is your current website situation? What problems are you facing?
4. Where is your website hosted currently? (If applicable)
5. What are the objectives of the new website? What would make the project a success?
6. What are your expected deliverables? Do you need additional assets creating? (logo, content, graphics, etc.)
7. Which features and functionality are you looking for? Outline any requirements or specs.
8. Who is your target audience? (B2B or B2C, Age, Location, Gender)
9. Who are your competitors?



10. What's your project budget?
11. What's your project timeline? Are there any hard deadlines that need to be hit?
12. Are there any specific design requirements for the new website? How do you want it to look and feel?
13. Do you have any examples of website you like, or dislike?
14. Who will be responsible for managing the website? Will you need ongoing support to manage it?
15. Please provide any more information that you think would be relevant for the project.



+894 775715  
[contacts@brandmark.bg](mailto:contacts@brandmark.bg)  
[www.brandmark.bg](http://www.brandmark.bg)

**BRANDMARK EOOD**  
1A, Taras Shevchenko Str.,  
1113 Sofia, Bulgaria

Engaging people.  
Connecting touchpoints.  
Delivering results.

**BRAND. CREATIVE. RETAIL. MARKETING ACTIVATIONS.**  
Registered in Bulgaria. Reg No. 201895931  
Registered Office: 96, Strelbiste 33/A, 1408 Sofia, Bulgaria