

Website Briefing Checklist

May, 2022

The following checklist is an outline list of items for consideration when you will brief a third party to build or develop your website. While not exhaustive, it should give a solid basis for assessing what you need to ensure that your website has a smooth user experience. We recommend using this checklist in conjunction with our Website Project Fundamentals eBook.

If using an external 3rd party to develop your site, it is critical to create a website brief. A clearly defined project brief and scope helps keep everyone on the same track and lessens the chance of confusion and scope creep. Included in this document should be:

What you should ask of them:

- Previous examples of work
- Client testimonials
- Platforms that they develop on - to assess if suitable for your business
- *Project plan
- Content plan (if you require them to develop content)

What they will need from you:

In some cases, you can complete some of the tasks below collaboratively

- A description of your target audience and key customer personas
- The objective of your site - what you hope to achieve
- The domain name and hosting requirements
- Content requirements
- Images, visuals and logos - do you have these, or do you need the agency to supply these?
- Product information - prices, taxes, descriptions, SKU's etc.
- Level of post build support required - will you manage the site yourself, or do you need them to help
- Your plan for driving traffic following the website launch
- Whether or not you need training following the build
- Hosting and domain registration details

***Outline Timeline**

Week 1 & 2 | Research phase

Week 3 * | Wireframe presentation

Week 4-6 ** | Mock-up presentation

Week 6-10 | Test site development and presentation to the client

Week 11 | Testing & QA

Week 12 | Site Live

