# Website briefing guide

The following guide will help you and Icon Agency understand your project requirements in greater detail and help us accurately scope a fit-for-purpose approach and quote.

**Contact details**

|  |  |
| --- | --- |
| **Your name and title** |  |
| **Email** |  |
| **Phone** |  |

**About your organisation**

|  |  |
| --- | --- |
| **Company name** |  |
| **Website URL** |  |
| **Services offered** |  |
| **Competitors or similar organisations list** |  |

**About your customers**

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| --- | --- |
| **Who is your target audience?** | For example, existing customers, new customers, industry or government bodies, media, etc |
| **Where are they based?** | For example, local, state, national or international? |
| **What are they coming to your website for?** |  |

**Information architecture and content**

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| --- | --- |
| **Do you have a rough idea of the required information architecture (IA)?**  **Approximately how many pages of content will be required?** |  |
| **Who is going to write the content, or edit the old content for the new site?**  **Will it be done with Search Engine Optimisation (SEO) in mind?**  **Do you need assistance with any of the above?** |  |

**Functional requirements**

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| --- | --- |
| **Please list any specific functionality required on the new website.  For example:**   * **Preferred content management system (CMS)** * **Members only area** * **Search** * **E-commerce** * **News or blog** * **3rd-party integration of a CRM, advertising platform, database, or social media feed** | The more details you can provide the more accurate the cost estimate will be. |

**Design and brand**

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| --- | --- |
| **Do you have a logo and brand style guide? If not, do you require these to be created as part of the project?** |  |
| **Do you have a brand mission, vision, values statement?  If not, do you require this to be created as part of the project?** |  |
| **Do you have an existing image library? If not, do you require photography and iconography created as part of the project?** |  |

**Hosting and support**

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| --- | --- |
| **Do you need assistance setting up a new domain name (URL)?** |  |
| **Do you have an existing hosting provider? If yes, who are they and who manages the relationship? If not, do you require a managed hosting and maintenance service as part of this project?** |  |
| **Do you require ongoing support? i.e training, graphic design, content production, functional development, maintenance and security?** |  |

**Practical details**

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| --- | --- |
| **What’s your budget? Knowing a rough range will help identify a fit-for-purpose solution.** |  |
| **What are the priority functions, and can they be staged if the budget doesn’t cover the wish-list?** |  |
| **Timeline – when would you like to start, and what’s the deadline for delivery?** |  |

**Next steps**

Once you’re finished, please email this brief to [hello@iconagency.com.au](mailto:hello@iconagency.com.au) and we’ll be in touch if additional details are required.

**In the meantime:**

* [Read case studies](https://iconagency.com.au/work?filters=7) of projects Icon has delivered
* [Read more](https://iconagency.com.au/digital) about Icon’s UX, content and web development services
* [Read more](https://iconagency.com.au/govcms-digital-government) about Icon’s digital transformation for government service