

Website Project Brief

This brief helps me understand your business and your customers before we first meet. The more detail you share, the more accurate the first-screen prototype I'll show you before you pay.

Answer in your own words — the way you'd explain it to a friend. If you don't have an answer, skip the question: we'll cover it on the call.

Takes 20–30 minutes to complete

01 Contact details

Name and role	
Company or project	
Email, WhatsApp or Telegram	
Current website, if any	

02 About your business

What does your company do? Describe it in 2–3 sentences	
Which products or services should the website sell?	
Where are your customers located?	

What sets you apart from competitors? Why do customers choose you?	
Main competitors — links to their websites	

03 Your customers

The most important section: it shapes the first screen and the site structure.

Who are your best customers? Describe 1–2 typical buyers	
What problem or need brings them to you?	
What do customers ask before they buy?	
Why do deals fall through? What objections do you hear most often?	
Do you sell to consumers, businesses or both?	☐ B2C ☐ B2B ☐ Both

04 Website goals

What kind of website do you need?	☐ Landing page ☐ News site	☐ Corporate website ☐ App design	☐ Online store ☐ Site redesign
Main goal of the website	☐ Leads ☐ Brand awareness	☐ Online sales ☐ Other	☐ Calls
What action should a visitor take?			
Where will your traffic come from?	☐ Search ads ☐ Marketplaces	☐ SEO ☐ Offline	☐ Social media ads ☐ Not sure yet

If you already have a website: what isn't working?	
How will you know the new site works? For example, leads per month	

05 Structure and content

Which pages or sections are a must?			
What do you already have?	☐ Logo ☐ Photos and video	☐ Brand identity ☐ Reviews, case studies	☐ Copy ☐ None yet
Do you need help with copywriting or a photo shoot?	☐ Yes	☐ No	☐ Let's discuss
Language versions			

06 Features

What does the website need?	☐ Contact forms ☐ Shopping cart ☐ Calculator	☐ Online payments ☐ User accounts ☐ Live chat	☐ Catalog and filters ☐ Blog
Integrations: CRM, accounting, shipping, messengers			
Platform preference: Webflow, WordPress, Shopify, custom code or no preference			
Do you have a domain and hosting?	☐ Yes	☐ No	☐ Not sure

07 Design

Websites you like — links and what exactly you like about them	
What do you definitely dislike in website design?	
Three words the website should convey. For example: reliable, premium, friendly	
Color and font preferences	

08 Timeline and budget

Target launch date. Is there a hard deadline?	
Estimated budget	☐ Under \$2,500 ☐ \$2,500–5,000 ☐ \$5,000–10,000 ☐ Over \$10,000 ☐ Need an estimate
Who makes the final decision on the project?	
Anything else I should know?	

What happens next

1. Send the completed brief by email, WhatsApp or Telegram.
2. I'll review your answers and your competitors, then suggest a time for a call.
3. On the call, we'll go over the details and I'll show first-screen ideas — before you pay.

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