



Webyogi

Client brief

This is your business plan for your website; it helps us to see your vision. The more information you can give, the better we'll be able to help. If you have any questions please ask, **this website business can be a little frightening and confusing – We are here to help!**

Basics

What is the name of your company and your preferred website address? E.g
www. mycompany.co.uk

Describe your company and what service your site will provide. What is the main audience(s) for your organization/website?

When do you expect the project to start and when does it need to be completed by? Are there any reasons for these dates? e.g. new business or product.

Who are the main contacts for this project? Please list names, email addresses and phone numbers.

The budget for your website will be a key factor in the website you receive. What is the budget for this project?



Your Audiences

Describe the different types of visitors to your website in as much detail as possible. e.g. young people, business people, parents.

Design

Do you have a brand or logo? It is sometimes tempting to expect a web design to solve all your organisation's marketing and branding needs but perhaps treat this as a separate task, preferably in advance of a new web development.

Please list any websites that you really like the look of. Give some example of and the web addresses of sites you particularly like (or dislike).

What impression do you want the site to convey? e.g. corporate, fun, interactive? Do you have a particular colour scheme or layout in mind?

Your Objectives

Why do you want a new website? What do you want visitors to do when they come to your site? e.g. book sessions, generate income, reach more clients, provide information etc.

Would you like to be able to update the site yourself?

Can you provide the text for the website? What about images? If you need help with writing copy for the website and obtaining images please say so...

All done? - Once you're happy, please email this brief back to info@webyogi.co.uk and we'll work out the rest for you!