

Website Briefing Form (1)

This briefing form provides it'seeze with key information about the design of the website. It should be filled out, saved and supplied with the website content for the it'seeze design team to progress.

If you are viewing this form within your web browser you should download it first before filling in the fields.

This form is best filled out and saved using **Adobe Acrobat Reader** which can be [downloaded for free here](#)

This form accompanies our **Getting Your Website Launched Guide** which can be [downloaded here](#)

Key: **E** Essential information required by design team to create the right look for your website

E About the business *(an overview of the products or services you offer)*

E About the website

Existing Website Address:
(if applicable)

Good and bad points
about existing website:
(if applicable)

Aims of new website:
*(i.e. encourage more people
to contact us or expand
on traditional marketing
materials such brochures)*

E Logos and Branding

- Your business logo: I have an existing logo I would like to use
(This should be submitted with the website content)
- No, I would like a logo designed
*(Your local consultant will inform you
of the options available)*

E Example website links

(The kind of websites you like and dislike - helps the designers get a feel for the kind of look you want)

Liked websites:

(with reasons why they are liked)

Disliked websites:

(with reasons why they are disliked)

Social Media Links

(Please add the your social media addresses in the field below if applicable)

E Colours

Specific notes / requests
for colour schemes:

(i.e. if the colours are based around your existing logo or if you have a specific colour scheme in mind)

Website copy

Are you writing your own website text?

I will be providing text for all pages

(This should be supplied with the website content)

I need help with copywriting

(Discuss this with your local consultant. Copywriting may incur an additional charge. We do not start designing a website until the copy for all pages has been supplied)

Pages Needed (Up to 10 for *Max* and *Commerce*, up to 5 for *Lite*)

Home

*(Please list in the fields
opposite the pages you want
on your website)*

Home *(home page is standard)*

Other pages

*(Please list any pages in
addition to what you have
included above)*

SEO (Search Engine Optimisation)

Important keywords for SEO

*(These are the likely search
terms that will direct people
to your website. They should
be your products, services
and the geographical area
you cover. For example:
plumbing, heating, domestic,
commercial, Oxford,
Oxfordshire.)*

E Photography and Images

I have images that I would like you to use

(This should be supplied with the website content. Images should not be fuzzy and would ideally be 1920 pixels wide at 72dpi. Ask your consultant if you are unsure)

I have consent to use all the images I supply

(If you are supplying images for your website you will need to make sure you have consent to use them. Please do not take images from the internet without approval by the owner. If in doubt ask your local consultant)

I'd like the it'seeze team to choose imagery for my website

(We provide a maximum of 20 stock images per website)

I would like to enquire about a photography shoot

(Photography may incur an additional charge)

Deadline

(Please indicate your desired deadline date for completion. Your local consultant will advise you on turnaround times for our websites)

Additional Notes

Please give us any additional information below. For example this could be specific elements in the header or footer of the website or shared contact forms across each page on the website.

Happy with the form?

Save and Email this form:

To save this form go to **File > Save As** in the menu and save it to your local drive before emailing it.

To email it direct from Adobe Acrobat go to **File > Send File** and choose your email option.

Email this form direct:

Email your form by clicking here: