

TEMPLATE FROM SYVERA STUDIO

Website Project Brief Template

A simple, structured template to capture everything an agency or developer needs to build the right website for you , the first time.

Complete this brief before you start a website project. Share it with your agency, developer, or internal team. The clearer this is upfront, the smoother (and cheaper) the project will go.

Company and Project Basics

Company name

Primary contact name and email

Project deadline

Any specific launch date or deadline?

Budget range

Approximate budget for the project, including ongoing costs

Your Business

What does your business do?

Describe in 2-3 sentences

Who is your target customer?

Demographics, industry, role, location

Who are your main competitors?

List 2-3 with website URLs

Goals and Success

What is the primary goal of this website?

Leads, sales, bookings, applications, etc.

What does success look like in 6 months?

Be specific , e.g. '50 leads per month'

What metrics will you measure?

Design and Content

Brands whose websites you admire

List 2-3 examples with URLs

Anything you definitely don't want?

Colors, styles, layouts, etc.

Pages you need

Home, About, Services, Contact, Blog, etc.

Who is writing the content?

You, your agency, a copywriter?

Technical Requirements

Preferred platform

WordPress, Webflow, Shopify, custom, no preference

Required integrations

CRM, email tool, payment processor, calendar booking, etc.

Any existing assets you'd like to keep?

Logo, brand colors, existing copy, etc.

READY TO GO?

Send us your completed brief.

Email your finished brief to us and we'll get back within one business day with next steps, a tailored proposal, or simply honest advice.

Need expert eyes on your brief?

Book a free 30-minute call. We'll review what you've put together and help refine it.

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