

Your website brief

The questions we ask at the start of every project. Fill it in before you talk to any agency, and you'll get clearer quotes and a better website.

9 SECTIONS

ABOUT 30 MINUTES

USE IT WITH ANYONE

Short answers and dot points are fine. If you're not sure about something, say so.

01 · About your business

Business name and current website (if you have one)

What do you do, in one or two sentences?

Imagine explaining it to someone at a barbecue.

Where do you work?

Suburbs, cities, Australia-wide or worldwide.

02 · Goals

What's the main thing you want visitors to do?

☐ Call

☐ Book online

☐ Send an enquiry

☐ Buy online

☐ Visit in person

☐ Something else

How will you know the new site is working?

For example: more enquiries each month, fewer calls asking basic questions, showing up for a particular service.

What isn't working on your current site?

03 · Audience

Who is your best customer?

Who they are, what they need, and what they worry about before buying.

Who are your main competitors?

Two or three businesses your customers compare you with. Include their websites.

04 · Pages and features

Which of these do you need?

☐ A page for each service

☐ About and team

☐ Reviews or case studies

☐ Blog or news

☐ Online booking

☐ Online shop

☐ Pricing

☐ FAQs

☐ Gallery or portfolio

☐ Members or client login

☐ Newsletter sign-up

☐ More than one language

Anything else the site needs to do?

05 · Content

Who will write the words?

☐ We will

☐ We'd like help

☐ Not sure yet

What photos and videos do you have?

☐ Professional photos

☐ Our own photos

☐ None yet

☐ We'd like a shoot organised

Do you have a logo and brand guidelines?

☐ Yes, all set

☐ A logo, but nothing else

☐ We need branding too

06 · Look and feel

Three websites you like, and what you like about them

They don't need to be in your industry.

Three words you'd like people to use to describe your business

Anything you definitely don't want?

07 · Platform and tools

Do you have a platform in mind, or one you need to stay on?

☐ No preference

☐ Squarespace

☐ WordPress

☐ Shopify

☐ Framer

☐ Custom-built

Which tools does the site need to connect to?

For example: a booking system, CRM, email newsletter, payments, accounting or inventory.

Who will update the site once it's live?

☐ Us, so it must be easy

☐ Our agency

☐ A mix of both

08 · Budget and timing

What budget range are you working with?

A range is fine. It helps an agency recommend what's realistic, rather than guessing.

When do you need the site live, and why?

For example: a launch, a busy season, an event or a lease ending.

Ongoing help after launch?

☐ SEO

☐ Updates and support

☐ Google or Meta ads

☐ Not needed

☐ Not sure

09 · Who's involved

Who will be the main contact, and who makes the final decision?

Anyone else who needs to sign off?

Send the same brief to every agency you're talking to. You'll get quotes you can actually compare, and you'll quickly see who has read it properly.

Questions worth asking any agency

Who will actually design and build the site? Which platform do you recommend for us, and why? What's included, and what costs extra? How will we update the site ourselves? What happens to rankings and redirects if we're moving from an old site? Who owns the site and the domain when it's done?

Send it to us

Email your brief to hello@saultdigital.com.au. A real person will read it, give you honest recommendations, and send a written quote if we're the right fit. No obligation.

Email your brief

Or book a free call

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Our free website check runs Google's speed test and 12 SEO basics in about 30 seconds, and lets you compare your site with a competitor's.

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