**Early Years**

**Website design brief**

**Website Design Brief for Company XXX**

Date

**The company and its current position**

This is an overview of where the company is now and where its position is in the current marketplace (perceived with a start-up)

**Company mission and ethos**

Based on values and culture of the organisation and its key people

**Values and principles**

That underpin everything we do**:**

**Aim**

EG: To provide the highest quality early education and childcare available at an affordable cost

**Objective for the website**

***EXAMPLE***: *We would want our website to position the company as a high quality, customer-focused, extremely capable market leader in this sector. Search ranking is not a priority for us as most of our leads come from referral and establishing relationships, but it would be nice to increase our wider online visibility. The website must give us a professional online presence*

**Our measures of success would be to:**

* *An increase by xx enquiries per month (based on current that we don't know)*
* *An increase of average page views per visit and time spent on site (baseline unknown)*
* *To incorporate the website into a comprehensive information journey for the company – including Facebook, blog, critical information, new services and events*

**Who do we see as our target audience for the website?**

Example: primarily to increase awareness and sales/for information/other?

**Competitors**

Who do you see as your main competition in this area?

**Call to action**

***EXAMPLE***: *Our goal is for visitors to the site to call us, email us, or complete an enquiry form AND/OR get in touch by phone or e-mail. We need an automated response to an enquiry form to be emailed back to the customer. On-line booking process would also be needed*

**Current website (or looking at competitors’ websites)**

What we don’t like about the current site or sites that we have visited**:**

What we like about the current site or sites that we have visited:

**Requirements of the new site**

**Aims – examples.**

* *To portray the company properly, in line with our brand values*
* *To position us correctly in the marketplace alongside our competitors*
* *To show prospective clients what we offer and what are the benefits and values*
* *To convert visitors to enquiries*
* *To generate an additional xx quality enquiries per month*
* *To have a reliable and secure on-line booking system*

**Scope/size of the website**

**Features and functionality**

Example

* *About us and Home pages = lots of visual content and personal story to the company and its ethos*
* *Link so social media platforms*
* *Blog/News section*
* *Events and diary dates*
* *Enquiry form*
* *Other information on nursery/pre-school*
* *News and industry articles*

**Updating content**

*We need to be able to update the following types of content on a regular basis in-house but would need to know what additional services can be provided*

**Hosting**

**Call to action**

**In order of preference**:

1. Telephone call
2. Email enquiry
3. Enquiry form
4. Email lists sign up

**Timescales**

* *Website brief issued by …… (state a deadline)*
* *Receive quote and initial …… (state a deadline)*
* *Confirm brief and commission ……… (state a deadline)*
* *First draft of website completed by …... (state a deadline)*
* *Amendments completed by …………. (state a deadline)*
* *Launch of website ………… (state a deadline)*

**Costings**

* *Initial site design and development - £*
* *Ongoing support and maintenance, including hosting - £ per month/year/first 12 months*
* *Ongoing digital marketing - £ per month/year/first 12 months*

**Maintenance of the site**