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WEBSITE PROJECT WORKSHEET

Website brief template

Define what your website needs to do before asking a developer to scope the work.

Type into the fields or print this worksheet. Keep answers concise and link longer documents. Save a copy before sharing. Leave passwords and private customer data out.

01 Project overview

Project or business name

Brief version and date

Project owner and business email

What does your business do, and why do you need this project?

02 Goals and success measures

Primary goal: what should visitors be able to do?

How will you measure success? Include a baseline if known, owner, and review timing.

Example: Visitors can request a consultation. Test the form before launch, then review completed inquiries after launch.

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People and starting point

Explain who the site serves and what should change. Mark assumptions or open questions.

03 Audience and visitor journey

Who are the main visitors, and what do they need?

What questions or concerns do they have before taking action?

Priority journey: arrival page, useful information, and next action

04 Current website and ownership

Current website URL and platform, or write "new website"

What should stay? What needs to change, be removed, or be reviewed for redirects?

Who owns the domain, hosting, and other accounts? List owners, not passwords.

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Scope and visual direction

Agree what belongs in the first release. List extra pages in a linked document if needed.

05 Pages, features, and exclusions

Page name or URL	Purpose and desired visitor action

Must-have features for launch

Excluded work and ideas for later

06 Brand and design assets

Link the approved logo, colors, fonts, and brand guidance. Name the asset owner.

Reference website links: explain what you like about each, rather than asking for a copy.

New graphics or design work needed, and editable files or export formats to deliver

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Features and content

Describe behavior in plain language. Ask the developer to clarify technical choices you are unsure about.

07 Technical requirements

Platform choice or decision needing advice

Key features: what should happen when a visitor uses them?

Integrations and data flow: which tools connect, and what information moves?

Agreed devices, browsers, accessibility needs, and journeys to test

08 Content, SEO, and measurement

Who supplies and approves copy, images, and page content? Include due dates.

Agreed SEO work: page titles, descriptions, redirects, and other assigned tasks

Actions to measure, who configures tracking, and who verifies it

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Budget and schedule

Separate development work from recurring costs. Confirm the schedule after scope and dependencies are clear.

09 Budget and ongoing costs

Project budget range and currency

Proposed payment milestones

Hosting, domain, licenses, subscriptions, and renewals: cost estimates and owners

Items to quote separately and any cost assumptions needing confirmation

10 Timeline and dependencies

Preferred launch date and reason. Identify whether the date is flexible.

Target milestones: brief approval, design review, build, testing, and handover

Dependencies and open questions: what is needed, who owns it, and when is it due?

Feedback contact and agreed response window

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Approval and handoff

Use observable checks for approval, then confirm who owns the site and supports it after launch.

11 Deliverables and acceptance

Outputs to receive: website, editable files, documentation, and training

Acceptance checks: what must be demonstrated before you approve the work?

Final approver and review rounds

How are extra requests estimated and approved?

12 Launch and ongoing ownership

Account ownership, access transfer, and editing instructions to receive

Who deploys, tests after launch, and handles rollback if needed?

Support owner, included work, support term, and separately charged work

Before you share

- [ ] Goal and audience are clear.
- [ ] Pages and exclusions are listed.
- [ ] Content and approvals have owners.
- [ ] Budget and checks are agreed.

Ready to discuss the build? Find a Filipino web developer.