

Catch22 Marketing: WebSite Brief



1) Who are you and what do you do?

Please give a brief introduction to your business, your sector, what service or products you offer and what stage your business is at e.g. start-up, established SME, growing enterprise.

2) What's the Purpose of the new website?

A sales referral tool, revamp to modernise, sell products, increase sales enquiries, get more traffic from Google, grow email database maybe all of the above!

3) What Services would you like?

- New Logo Design/ Branding
- Web Design
- Content creation/ copy writing
- Search Engine Optimisation
- Search Engine Marketing (Ongoing SEO)
- Google Adwords (PPC) Marketing/ Training
- Email Marketing
- Website Hosting
- And/or still unsure and looking for advice

4) What Features would you like?

- Content Management System (CMS) – to edit your site / add articles.
- Site search facility (if needed)
- Picture gallery
- Flash Design (we never build in Flash, but use it to improve the site).
- And/or still unsure and looking for advice

5) How do you want your website to Look?

Design can be a tricky thing to get across. The easiest way initially is for you to supply us with a couple of example websites that match the look, layout and possibly features of what you want – with design notes where possible. If you're struggling you can always check out our portfolio for inspiration, check out your competitors online or simply say – "Please Help!"

6) Site Content and Images

Content: Do you have complete content ready? It might be that you supply the basic text and ask us to just polish it up, or you might need us to take the raw copy and completely 'package' your services or products.

Images: We can help source images from affordable stock images to supplying top quality professional photography if you need it.

7) What is your budget?

If you have a budget in mind it's helpful to know so we can provide you with realistic options to match. There is usually a solution to fit most pockets and we provide a full breakdown of services and costs – often with cost saving options where available.

8) Additional information

Let us know if you have a specific launch date. Also if you have any future plans for the site or your business that might potentially affect the website let us know. It's natural for businesses and websites to evolve over time, and change is good, but big surprises in web development usually aren't!

Useful Note: What side by side cost comparisons can't communicate is quality of design, usability and ability to convert visitors. If you're in any doubt which provider to choose, [take a look at our portfolio](#), do some [Google searches](#) maybe speak to some of our existing clients and *talk to us* to understand the benefit of choosing Catch22 to develop your new website.

Once you've completed the brief...

Email the completed the brief to us. We'll usually drop you an email to acknowledge receipt and let you know when to expect a quote (usually within a few days).

If you need any more help or would prefer to chat over some initial ideas first feel free to pick up the phone anytime during normal UK business working hours.

Many thanks

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