

YOUR GUIDE TO A CLEAR PROJECT START

# Rocketspark client design brief template



**[Client Business Name]**

Prepared by: [Your Name / Studio Name]

Date: [Insert Date]

**What is the name of your business/organisation?**

**Tell us about your business/organisation**

(products/services, history, employees, structure, location, service area, goals)

**Explain what your business does in 10 words or less**

**What is your current online presence?**

(Current Website, Social Media, Email marketing/Newsletters, Yellow pages, Finda etc)

**If you have a website, what do you like about it?**

**If you have a website, what don't you like about it?**

**How well are you ranking in search engines like Google?  
How important is a page one ranking to you?**

**What is your unique selling proposition? Why should someone choose you over your competitors?**

**What are the reasons that people come to your site currently?**

- |  |                                       |
|--|---------------------------------------|
| <input type="checkbox"/> Contact details       | <input type="checkbox"/> Where to buy |
| <input type="checkbox"/> Services and products | <input type="checkbox"/> Information  |
| <input type="checkbox"/> Opening times         | <input type="checkbox"/> Other        |

**What is the main thing you want people to do while they are on your site?**

Get information

Buy online

Get contact details

Other:

**Is generating new sales or leads the main reason for your new site? If not, what is?**

**Who are you trying to target with your website?**

Age, gender, socio economic, industry etc

**What keywords do you want to show up in search engines like Google for?**

**What are your customers' problems or needs that your business solves for them?**

**Are there any special Website Requirements that may be unique to your business/industry?**

- |   |  |
|---|--|
| <input type="checkbox"/> Custom forms             | <input type="checkbox"/> Calculator              |
| <input type="checkbox"/> Site in second languages | <input type="checkbox"/> Newsletter Sign up form |
| <input type="checkbox"/> Other                    |  |

**Please list websites that you like in your industry and other websites that you like in design or usability?**

**What are the names of the 6 menu pages you would like?**

Example: Home, About Us, Services, Testimonials, Gallery, Contact Us

Do you want more pages on your site that aren't in the menu but can be linked to from other pages? How many?

What colours would you like to be used on your site?

What colours would you not like to be used on your site?

How did you find Rocketspark?

- Google Search
- Referral from a Rocketspark user
- Saw another Rocketspark site
- Other

**Do you have any questions for us?**

**Contact person's name**

**Contact email**

**Contact phone number**