

Website planning brief

Fill in the fields and save a copy in your PDF reader, or print and complete by hand.

01 / YOUR BUSINESS

Business / organisation

Your name

Email address

Current website (if any)

Industry / main services

Location and markets you serve

02 / WHAT SHOULD YOUR WEBSITE ACHIEVE?

Your main goals and the action you want visitors to take

Your ideal customers and what matters to them

Preferred launch timing

Planned investment / budget range (CAD)

A clear starting point, with room to refine the details together.

This worksheet is for planning. Your written proposal confirms scope, price and delivery.

Scope, systems & launch.

Choose what matters now. We can help you define anything you are unsure about.

03 / YOUR WEBSITE AND CONNECTED SERVICES

Preferred package and essential pages (e.g. Home, Services, About, Contact)

- | | |
|---|---|
| ☐ Website design | ☐ Domain and business email |
| ☐ Mailchimp and email automation | ☐ Analytics and search setup |
| ☐ Booking / scheduling | ☐ Online selling / payments |
| ☐ Business-system connections | ☐ Ongoing care and updates |

04 / CONTENT AND VISUAL DIRECTION

Existing logo, copy, photography, inspiration sites and content you need

05 / DECISIONS AND LAUNCH REQUIREMENTS

Who approves the project? Any deadlines, access needs or other requirements?

Ready for the next step?

Use your completed worksheet to fill in the online project enquiry:

<https://formvantdigital.com/start>