The website design brief template

12 fields every agency needs to quote the same project. Fill in the five scope creep fields first, they decide whether your project stays on budget.

FIELD	WHAT TO INCLUDE	YOUR ANSWER
SCOPE CREEP **Why now**	The trigger and the real deadline: a funding round, a launch, a board meeting. **e.g.** “Live before sales kickoff on February 2.”	
Business context	What you sell, to whom, and what’s changed since the current site went live. **e.g.** “Two products launched since 2023. The site describes one.”	
Primary goal + baseline	One metric, its current value and the target. **e.g.** “Lift visitor-to-demo from 0.6% to 1%.”	
Audience + buying group	Who visits, and what each person needs to see before booking a call. **e.g.** “CFOs need ROI proof and peer logos.”	

FIELD	WHAT TO INCLUDE	YOUR ANSWER
Current site	Pages to keep, kill or merge; pages that rank; analytics access. **e.g.** "Keep the 3 integration pages. Merge 4 solution pages into 2."	
Scope SCOPE CREEP	Page count, unique templates, CMS collections, languages, landing pages. **e.g.** "14 pages, 5 templates, 2 CMS collections, English only."	
Content ownership SCOPE CREEP	Who writes copy and supplies case studies, images and video, and by when. **e.g.** "We supply 6 customer stories by week 3."	
Brand constraints	Existing guidelines and how far the agency can push them. **e.g.** "Keep the logo and primary color. Typography is open."	

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Platform + tech	Webflow, WordPress or Framer; CRM and analytics integrations; redirects. **e.g.** "WordPress to Webflow. HubSpot forms, GA4, 301 redirects."	
SCOPE CREEP **Out of scope**	A plain list of what this project won't include. **e.g.** "Product UI, help center, careers page, new illustrations."	
SCOPE CREEP **Stakeholders + sign-off**	One owner, named approvers, feedback turnaround in working days. **e.g.** "CEO and VP Sales approve. 3-day turnaround."	
Budget, timeline + after launch	A range, not a number. Who runs the site and what support you need. **e.g.** "$45k to $65k. Launch in 10 weeks."	

Leave to your agency: positioning, messaging, sitemap, information architecture, wireframes and visual direction.