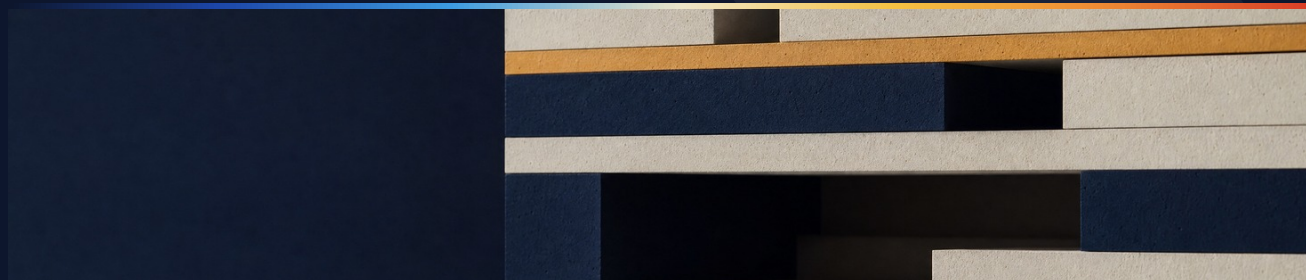




TEMPLATE • WEBSITE REDESIGN BRIEF • 2026 EDITION

The Redesign Brief.

Three firms quoting from the same written brief give you three numbers you can compare. Three firms quoting from three phone calls give you three guesses. Fill this in once, then send the same file to everyone you ask.



WHAT IS INSIDE

01 What the site is for

02 Who it is for

03 What must survive

04 The page list

05 Who owns the content

06 What you have, what you need

07 Hard dates

08 Who signs off

09 Budget range

10 Quote back in this shape

EDITION

Nimbus Media
September 2026

TIME TO FILL IN

About 40 minutes
Less with the numbers to hand

SEND IT TO

Every firm you ask
Including ones that are not us

How to use this.

Every blank in this file is a real form field. Type into it in any PDF reader, save it, and send the same file to every firm you ask.

Fill it in once.

You are answering these questions anyway, one phone call at a time, slightly differently each time. Answer them here instead and every firm reads the identical document.

A blank is information too.

Leave what you do not know empty. A firm that spots the gap and asks about it is telling you how it thinks.

Send it before the call, not after.

A brief read in advance turns a sales call into a scoping call.

Who is filling this in

So every firm knows who to come back to, and when they were asked.

BUSINESS NAME

WEBSITE TODAY

WHAT THE BUSINESS DOES

WHERE YOU ARE BASED

YOUR NAME AND ROLE

EMAIL

DATE COMPLETED

FIRMS THIS IS GOING TO

WHY A WRITTEN BRIEF BEATS A GOOD PHONE CALL

The brief decides what you get back. The budget only decides how much of it you get.

Two firms quoting against the same phone call will describe two different projects, and you will not find out which one you bought until month three. Two firms quoting against this document will describe the same project at two different prices. That is a decision you can actually make.

This is not a contract and it is not a specification. It is the thing that makes the next four conversations short.

What it is for, and who for.

01 What the site is for

One sentence. If it takes three, the site has three jobs and the quote will have three prices.

IN ONE SENTENCE, WHAT SHOULD THIS WEBSITE DO FOR THE BUSINESS

THE ONE ACTION THAT MATTERS

HOW MANY NOW, PER MONTH

HOW MANY TO JUSTIFY THIS

MEASURE

WHERE YOU READ IT

NUMBER THAT MEANS YES

01			
02			
03			
04			

02 Who it is for

Not everyone. Name the person you would be sorry to lose to a competitor.

WHO THEY ARE

WHAT THEY CAME TO FIND OUT

WHAT SENDS THEM AWAY

01			
02			
03			

Who else they will look at

COMPETITOR

THEIR WEBSITE

WHAT THEY DO BETTER

01			
02			
03			

WHO THIS SITE IS NOT FOR

A SITE YOU ADMIRE, AND WHY

What must survive.

The redesign that costs you money is rarely the ugly one. It is the one that quietly dropped something that was already working.

03 Pages that already earn

Your best pages by traffic, calls or form fills. If a URL changes it should change on purpose, with a redirect behind it.

	URL TODAY	WHAT IT BRINGS IN	KEEP THE URL
01			
02			
03			
04			
05			
06			
07			

Wired into the site today

Forms, booking, live chat, tracking, payments, anything with a login behind it.

	WHAT IT IS	WHO RUNS IT	MUST STILL WORK ON DAY ONE
01			
02			
03			
04			
05			

THE LINE NOBODY PUTS IN A BRIEF

Ask every firm what happens to the URLs on this list.

Google's own guidance on moving a site is to keep the redirects in place for as long as possible, generally at least a year. That is the window Google needs to move the signals from your old URLs to the new ones. The firms that have done this before will answer without pausing.

Source: Google Search Central, site move with URL changes, retrieved September 2026.

The page list.

Every page you expect to exist on launch day. If it is not on this list, nobody is quoting for it.

PAGE	WHAT IT HAS TO DO	NEW, KEEP OR MERGE	WHO WRITES IT
01			
02			
03			
04			
05			
06			
07			
08			
09			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			

PAGES IN TOTAL

TEMPLATES NEEDED

PAGES YOU ARE DELETING

ANYTHING ON THIS LIST THAT IS A TEMPLATE RATHER THAN A PAGE

Words, pictures, and who owes them.

05 Who owns the content and by when

Content is what makes redesigns late. Put a name and a date against every piece before anybody quotes.

	PAGE OR SECTION	WHO WRITES IT	DRAFT DUE	WHO APPROVES IT
01				
02				
03				
04				
05				
06				
07				
08				
09				

06 What you have and what you need

Tick what exists today. Everything you cannot tick is a line item in somebody's quote.

ASSET	HAVE	NEED	WHO PROVIDES IT, AND BY WHEN
Logo in a vector file	☐	☐	
Brand colours and fonts	☐	☐	
Photography of the people	☐	☐	
Photography of the work	☐	☐	
Written copy for every page	☐	☐	
Testimonials you may publish	☐	☐	
Case studies or project write ups	☐	☐	
Video	☐	☐	
Access to the domain and DNS	☐	☐	
Access to analytics and Search Console	☐	☐	
A copy of the current site content	☐	☐	
Privacy policy and terms	☐	☐	

Dates, decisions, and money.

07 Hard dates and what is driving them

A date with no reason behind it gets negotiated away in week two.

	DATE	WHAT HAPPENS ON IT	WHY IT CANNOT MOVE
01			
02			
03			
04			
05			

08 Who signs off

Name them now. Anyone who can say no later is a round of revisions nobody priced.

	NAME	ROLE	SIGNS OFF ON	ROUNDS ALLOWED
01				
02				
03				
04				
05				

09 Budget range and what is inside it

A range is enough. It tells a firm which version of the project to quote, and it costs you nothing.

RANGE, LOW	RANGE, HIGH	APPROVED BY

IF EVERY QUOTE LANDS ABOVE THE RANGE, WHAT COMES OUT FIRST

INSIDE THAT NUMBER

- | | |
|---|---|
| ☐ Hosting for the first year | ☐ Copywriting |
| ☐ Photography | ☐ Moving the existing content across |
| ☐ Training your team | ☐ Support after launch |
| ☐ Third party licences | ☐ Payments or ecommerce |
| ☐ Redirects and the SEO handover | ☐ Accessibility work |

Quote back in this shape.

Ask every firm for the same ten lines. Different totals are fine. Totals you cannot line up beside each other are not.

QUOTES DUE BY

SEND QUOTES TO

YOU DECIDE BY

EVERY QUOTE MUST BREAK OUT

FIRM ONE

FIRM TWO

FIRM THREE

Design and build, priced apart

Unique page designs, counted

Moving existing content, per page

Redirects for every URL that changes

What the price excludes

Hourly rate behind the estimate

Who actually does the work

Start date and launch date

Rounds of revision included

Cost to run it for twelve months

SEND IT TO US

Send the completed brief to us and we will send back a scope and a price in exactly the shape above. Send it to two other firms as well. That is what it is for.

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Nothing in this document is Nimbus specific.