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**Design Brief**

Background Research

Now we need to concentrate on content: Even if you have a website with existing content, this is your opportunity to refresh the services or product offering and re-engage with your new potential website visitors.

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| **Basic Content** |  |
| 1. Your Name and Position in the company?
 |  |
| 1. Company Name?
 |  |
| 1. Company Number?
 |  |
| 1. Contact Email
 |  |
| 1. Contact Number
 |  |
| 1. What is your company Mantra or Key Phrase?
 |  |
| 1. Date your company was established.
 |  |
| 1. Why was the company formed in the first place (tell us about the history)?
 |  |

|  |  |
| --- | --- |
| **Build Trust** |  |
| 1. Why are you good at what you do?
 |  |
| 1. What solution do you provide to your customers?
 |  |
| 1. How would you introduce your company to a stranger?
 |  |
| 1. Why should new clients consider you to be Trustworthy / Experienced / Professional?
 |  |
| 1. If applicable, provide a list of all accreditations attained by your company?
 |  |

|  |  |
| --- | --- |
| **Competition** |  |
| 1. Who are your main competitors List x3

– what do you like about their websites? | Website 1 | Website 2 | Website 3 |
|  |  |  |
| 1. What makes your service different from your competitors?
 |  |
| 1. Who is your target audience?
 |  |

|  |  |
| --- | --- |
| **Pages + Functions** |  |
| 1. Are there any specific features or operations you need your website to perform?
 |  |
| 1. List your business headline activities/services/products
 |   |
| 1. Keywords – what would you want someone to type into google to find your services?
 |  |

**FAQ’s (Frequently Asked Questions):**

Can you provide 5 of the most asked questions that you get from a new client who wants your service? What would be your experienced answers you usually provide to clients when they engage with you for the first time.

|  |  |
| --- | --- |
| Question 1: | Answer -  |
| Question 2: | Answer - |
| Question 3: | Answer - |
| Question 4: | Answer - |
| Question 5: | Answer - |

Should you have any queries or concerns, do not hesitate to speak with the team at Peak Promotions directly.

Remember, this shouldn’t be a taxing exercise, just fill in what you can. I look forward to reading your answers.



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