GRAPHIC DESIGN STUDIO
Your partner in creating powerful impressions

YOUR WEBSITE DESIGN BRIEF

A little about your business and what you would like your website to achieve.

01 YOUR DETAILS

Business name

Your name

Email address

Telephone number

02 ABOUT YOUR BUSINESS

What does your business do? (Products, services and what makes you different)

Who are your ideal customers, and where are they based?

YOUR WEBSITE GOALS

Tell me what you need, even if you are still working through the details.

03 YOUR WEBSITE PROJECT

What type of project is this?

- [ ] Brand-new website
- [ ] Redesign of an existing website
- [ ] Not sure yet

Current website address (if you have one)

What should your website help you achieve?

- [ ] Showcase services
- [ ] Generate enquiries or quotes
- [ ] Take bookings
- [ ] Sell products online
- [ ] Share information or a portfolio
- [ ] Other / not sure

What would make this website a success for you?

04 PAGES AND FEATURES

Which pages might you need?

- [ ] Home
- [ ] About
- [ ] Services / products
- [ ] Portfolio / gallery
- [ ] Contact
- [ ] FAQs / blog
- [ ] Other / not sure

Which features might you need?

- [ ] Contact or quote form
- [ ] Online bookings
- [ ] Online shop / payments
- [ ] Blog or news
- [ ] Newsletter sign-up
- [ ] Gallery / testimonials
- [ ] Other / not sure

DESIGN & INSPIRATION

Share examples you like. They do not need to be in the same industry as your business.

05 BRANDING AND CONTENT

What do you already have?

- [ ] Logo / brand colours
- [ ] Brand guidelines / fonts
- [ ] Website text / descriptions
- [ ] Photographs / videos
- [ ] Testimonials / reviews
- [ ] Nothing ready yet

Any preferred colours, style or design ideas?

06 WEBSITES YOU LIKE

Example website 1 - link / URL

What do you like about this website?

Example website 2 - link / URL

What do you like about this website?

Example website 3 - link / URL

What do you like about this website?

PRACTICAL DETAILS

These details help me recommend the right Wix setup and prepare your quotation.

07 DOMAIN AND WIX

Do you already have a domain name?

☐ Yes ☐ No ☐ Not sure

Domain name (if known)

Do you already have a Wix website or account?

☐ Yes ☐ No ☐ Not sure

08 TIMING AND BUDGET

Ideal launch date or any important deadline

Approximate website design budget (excluding Wix fees)

☐ £400–£750 ☐ £750–£1,500

☐ £1,500+ ☐ Not sure yet

09 ANYTHING ELSE?

Any other requirements, questions or information I should know?

NEXT STEPS

Save this completed PDF and email it to MC Graphic Design Studio.

I will review your brief and discuss the scope, design fee and suitable Wix plan.

Please do not include passwords or confidential login details in this form.