

The 10-Minute Website Project Brief

A focused brief for small businesses. Type directly into the fields or print it, then use the final page as a ready-to-send project summary.

Your business

Give the project enough context to make good decisions quickly.

Business name

Example: Northside Plumbing AB

What do you sell? Describe the main offer.

Focus on the offer you most want the website to sell.

Who is the most important customer?

Role, situation, location and the problem they need solved.

Why should that customer choose you?

The job of the website

Choose one primary outcome. Everything else should support it.

What is the website's single most important goal?

Examples: qualified enquiries, bookings, sales or credibility.

What primary action should a visitor take?

Examples: request a quote, call, book, buy or visit.

How will you know the website is working?

Choose a practical signal you can measure after launch.

What must the project avoid or protect?

Pages, proof and experience

Start lean. Every page should help a visitor understand, trust or act.

Pages and content

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Which pages are likely to be needed?

- | | | | |
|----------------------------------|--------------------------------------|--------------------------------|---------------------------------------|
| ☐ Home | ☐ Services | ☐ About | ☐ Work / cases |
| ☐ Contact | ☐ News / blog | ☐ Other | |

Priority pages and what each one must achieve

What content exists, what is missing, and who will provide it?

Proof and available assets

Real evidence is more persuasive than broad marketing claims.

Testimonials, results, certifications, cases or other proof

Specific numbers, names and outcomes are especially useful.
Available logo, brand files, photography, video or documents

Design and accessibility

Describe the feeling and any access needs, not a pixel-perfect solution.

Three words the experience should feel like

Reference websites and what you like about them

Accessibility, language or usability needs

Include known WCAG, keyboard, contrast, text-size or language needs.

Technical needs and delivery

Record what already exists and what the new site must connect to.

Technical requirements

Record what already exists and what the new site must connect to.

Domain and DNS - where are they managed, and who has access?

Business email - provider, addresses and anything that must not break

Analytics, consent, CRM, booking, payments or other integrations

Other technical, performance, security or compliance requirements

Never place passwords or secret keys in this document.

Budget and timing

Ranges are fine. Honest constraints lead to a realistic scope.

Working budget or useful range

Ideal launch date and any fixed deadline

Timing, procurement or approval constraints

Responsibilities

Name who supplies, reviews and approves so the project keeps moving.

Who supplies copy, images and account access?

Use names, not only job titles, where possible.
Who reviews and gives final approval?

What should Filip own or help produce?

Ready-to-send project summary

Replace every bracketed prompt. You can copy this text into an email or send the completed PDF.

Edit the template

Replace every bracketed prompt. You can copy this text into an email or send the completed PDF.

Project summary

Before you send

- ☐ All bracketed prompts have been replaced ☐ Budget, timing and decision-maker are confirmed ☐ Proof, brand files and useful references are attached

Ready to turn the brief into a website?

Start the project at

filipblomqvist.com/start-a-project/