



Use this form to brief and plan your website build

Website planning document

KRD form 02.05.23

Contact details

Brief author

Phone

Email

Project contact(s)

Date issued

Brief version

Project due date

Project overview

Business type

Website purpose (eg. Online brochure, Online shopfront, Industry touch-point)

Communication objectives for the website (eg. Launch product, show credibility)

Target market(s) (who will use/view the website)

Business objectives for the website

Website functions required:

- Business information/overview pages
- Portfolio section
- Product listing(s)
- E-commerce
- Booking system
- Contact form
- Map
- Blog/news section
- Social media integrations
- SEO (Search engine optimisation)



Website planning document

KRD form 02.05.23

Project resources

As a full service creative agency, KRD can arrange production of all required assets for your website build. Use the following checklists as a guide to get started.

Resources **existing:**

- Domain registration
- Hosting plan
- Logo
- Written content
- Photography
- Branding style guide
- Social media accounts
- Google account (maps)

Resources **required:**

- Domain registration
- Hosting plan
- Logo
- Written content
- Photography
- Branding style guide
- Social media accounts
- Google account (maps)

Project structure

Menu structure - sort your content structure with the below grid

Top Level

--	--	--	--	--

Sub-menus

Project content

Make a folder to collect images and word documents for written content.



Website planning document

KRD form 02.05.23

Project preferences

Website builds are very flexible, and the way your content is accessed may be two or three-fold. Your planned main menu structure may be replicated in your pages, or it may be a structural idea - where the content it links to appears on the same page, but links further down the page - especially for sub menu items.

Some **preference ideas:**

- Limited pages, long scroll access with and without menu clicks
- Single page, simple site
- Short pages, menu controls
- Long form written content
- Mainly photography based
- Menu always on top
- Additional/secondary menu items in footer

Research

List some competitor sites, and industry sites. Also other sites you like the design/functionality of;

Ready to get started?

Send your completed planner through to getstarted@krd.com.au, for a quote.