

IDEALWEB – WEBSITE CONTENT BRIEF

PART 1: WHO ARE YOU?

THESE QUESTIONS PROVIDE A FRAMEWORK FOR YOUR BUSINESS WEBSITE.

What type of business are you?

What products or services do you provide?

How long have you been in business?

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Where are you located?

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What is the size of your business (including: employees, building, branches)?

What makes you unique?

What are your major values?

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What do you think sets you apart from your competitors?

What is your business style?

What is the atmosphere you invoke or the tone you want to set (e.g. choose to be authoritative, conversational, to-the-point, or even quirky, and promote that feeling throughout your website)?

PART 2: WHO'S YOUR TARGET AUDIENCE?

Consider your major customer demographic, or those you hope to target through your website!

What ages, genders, and socioeconomic levels make up your customer base?

Supporting materials

Our copywriter can never receive 'too much information'. The more supporting material you can supply alongside the brief, the better. Even if you think it's not very well written, all your existing marketing material gives your copywriter valuable insight into the way you present your business to the world, so don't be shy about sharing it with him.

