

How to create a brief for our meeting.

We pride ourselves on the help and advice we offer our clients. We are on hand from the very beginning to get your project off to a flying start, but it is still important for you to create a brief pinpointing exactly what it is you want the project to achieve. Making decisions will be quicker and easier with a brief in place, and you will feel in control and fully involved from the word go. If you've never written a brief before, it can sound more daunting than it really is.

Here are a few key points to get you started:

1. Look at other companies' websites, particularly businesses within your own field, and jot down what elements you like about them, and what you don't like.
2. Consider what the principal aim of the project will be – simply to give information to existing and potential clients, or is it to generate sales from on line shopping?
3. Give a detailed profile of your company – describe your products or services, your target market, the image or style you aim to portray.
4. What sets you apart from other companies in the same field?
5. Who your competitors are.

Websites:

1. You will need a basic idea of what you want the website to incorporate – company info, product listings, a news section, the ability for customers to buy products direct from the site? Roughly how many pages do you imagine the website will need?
2. This will help you to gauge what services you might need us to provide – depending on what you want the website to do, you may require database/ecommerce software, photography, copywriting, flash / animation and sound.
3. Would you like to be able to update parts of the website yourself as and when you need to?