



Lifedrive Website & Digital Services Brief

This briefing document is designed to help us help you by better understanding your business, which in turn helps us tailor our offerings and solutions in order to get the best fit for your needs.

We appreciate your time is precious and thank you in advance for any information provided. All information given will of course be treated with absolute confidentiality.

1. Business Context & Objectives

In your town/area what are your main 'business objectives or goals' for the next 12-24 months? *(These may come from an overall strategy or plan that you are working to, and will likely include elements that deal with growth, revenue, costs, competition, customer acquisition/retention etc.)*

2. Digital Channels & Objectives

Which digital channels do you currently use? What are their key objectives and how important are they to you as a business. *(Channels often include websites, social media sites like Facebook, Twitter, Instagram, Pinterest, as well as blogs, email and mobile apps. Objectives can be things like building customer contact lists, newsletter signups, brand awareness, taking bookings, audience engagement, selling products etc.)*

[illegible]

3. Digital Ad Media

What, if any, digital ad media campaigns are you running, how often do you run them and what is the objective of them? *(Media placements can include Facebook Ads, Google Adwords, Display Banners, Directory listings etc. Objectives can include Brand awareness, user registrations, product purchases, competition entries etc)*

4. Website Specific - Design & Build (Replace existing)

Note: As part of the process we make a comprehensive assessment of any existing website(s) to complement any information you provide below.

‘Like for like’ re-builds of existing websites essentially mean that size, complexity and functionality are replicated as part of the delivery, apart from any new requirements identified below.

- a. Details of current website(s) for reference:

url = www.

- b. Key objective(s) and/or success factors for the new website:

- c. Scoping & Requirements:

- i. Design (Look & Feel) – any specific requirements or guidance on the colour scheme and graphics used:
- ii. Page Layout (Templates) – any specific requirements on how the content is laid out on the pages:
- iii. Content (Words & Pictures) – any significant content changes required for launch? (e.g. new pages/sections being added, old ones being modified or deleted)

- iv. **Functionality** – any specific changes or new capabilities to be added to the site (e.g. additional forms, shopping cart, survey, social media feeds):

- v. **Business Systems integration/automation** – any requirements (now or in the future) to integrate website functionality e.g. forms, with company email, customer databases, practice management, CRM or ecommerce systems:

- vi. **Miscellaneous requirements** – some of these will require further scoping or conversation to understand specific needs, but please indicate using the list below:

Item	Req'd	Notes
Content creation/production (new) Graphics, display banners, photography, copywriting	☐	Quoted separately based on requirements
eCommerce – integration Specific ecommerce portal integration into website that provides online shopping to users	☐	Quoted separately based on requirements
Email Hosting Email can be either packaged together with your existing website or standalone	☐	Quoted separately based on requirements
Email Marketing Outbound email campaigns can boost your site traffic, engage customers and increase revenue	☐	Quoted separately based on requirements
Google Reviews Independent customer reviews can be integrated into the website	☐	Quoted separately based on requirements
Google Maps / Business Google business directory listing improves localised search	☒	Basics included as part of the build
Google Analytics & Reporting – Standard Install of code to track website traffic & creation of basic metrics dashboard	☒	Basics included as part of the build
Google Analytics & Reporting - Advanced As above plus conversion and goal tracking based on site objectives, email reports and custom dashboards	☐	Quoted separately based on requirements
Google Webmaster Advanced site controls and config to ensure optimised site setup	☒	Basics included as part of the build
Image resizing & optimising - Standard Preparing existing website images for use on new site	☒	Basics included as part of the build
Image resizing & optimising – Advanced Photoshopping, composite images, advanced editing and preparing new images for use online	☐	Quoted separately based on requirements
Search Engine Optimisation – Standard Site is optimised for search engines based on existing content	☒	Basics included as part of the build
Search Engine Optimisation - Advanced Search term and keyword analysis, link building, content writing and more, to further enhance website rankings in Google	☐	Quoted separately based on requirements
Social Media Support – Basic Standard site integration and streamlining with other services	☐	Quoted separately based on requirements
Social Media Support – Advanced Community management, content creation, reporting and posting	☐	Quoted separately based on requirements
Strategy Services – Digital, Content & Social Have a defined vision and approach for any digital channel or element	☐	Quoted separately based on requirements

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- d. Finally, are there any key business plans, developments or initiatives occurring in the next 12-18 months that could impact the website? (e.g. systems integration, online shop, new branch opening):

Budget (if known):

Target Launch Date:

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