# Create a Perfect Website Brief

In Just 4 Steps!

Questions to answer before creating a website

Do you want to have your own website, and do you want to prepare as best as possible for this venture? This PDF was created especially for you! You will learn what questions are worth answering before you decide to commission a website or make it yourself.

The answers to them will not only allow you to calculate the possible cost of your website but also help you to make sure that you don't miss a single stage of creating a professional website from which you will be able to develop your business and increase its profits.

This material is an extension of the article "**How much Website Cost in 2022? Full Breakdown of Cost**" and was created based on years of experience in creating websites and improving the BOWWE creator. If this material is missing any information that interests you, visit the **BOWWE Blog** or write to us by e-mail to **hello@bowwe.com**.
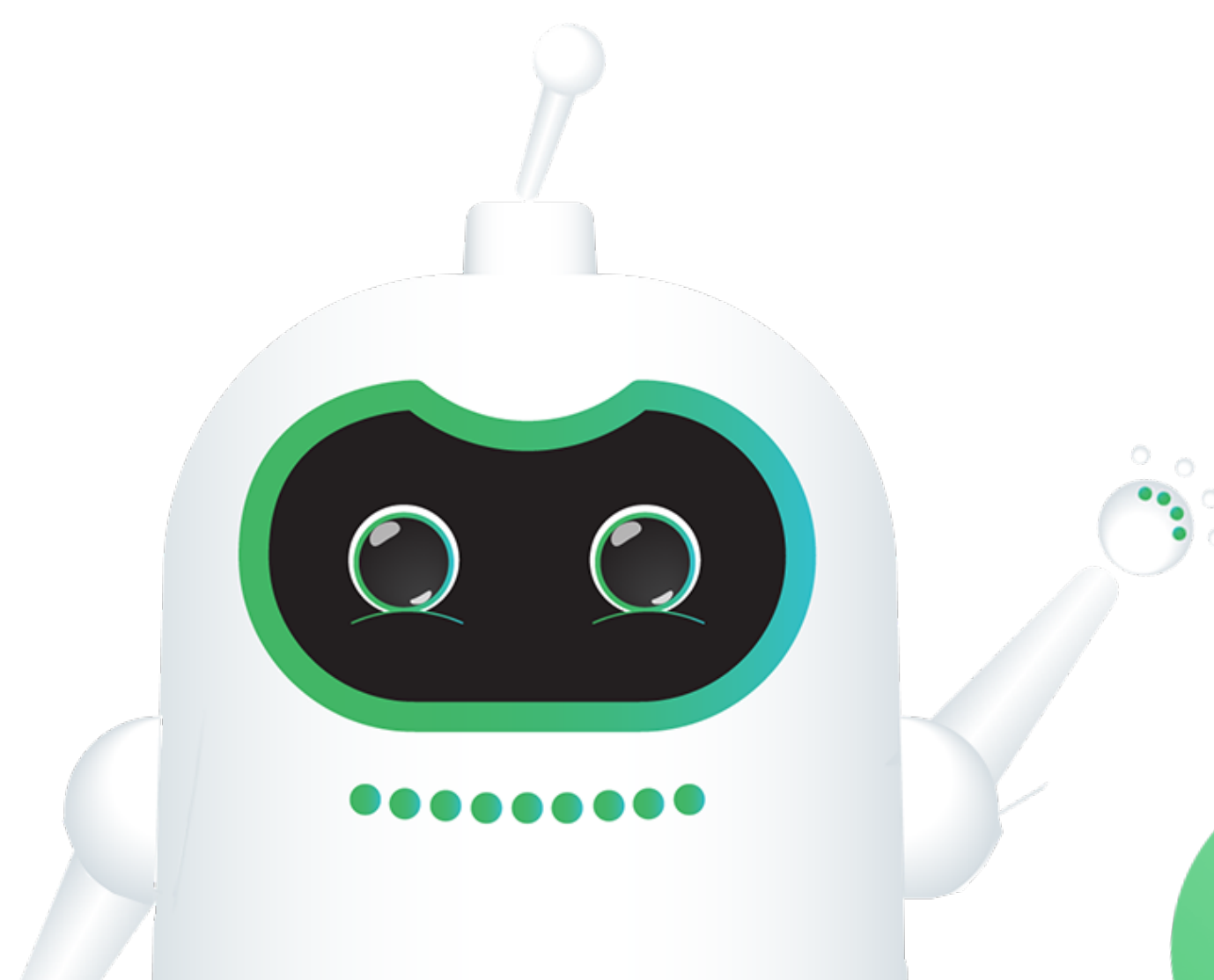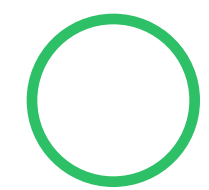
Step 1: Basic information

In the beginning, provide the most essential information - give a background that will give a first idea of who you are, your business and industry.
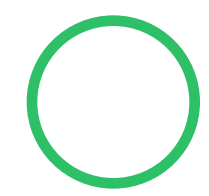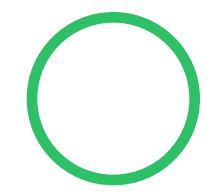
○ **Business Name**

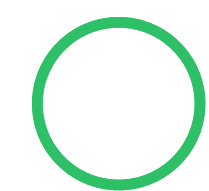Enter an existing business name (if this is relevant in this case).

○ **Industry**

Specify the industries that the website will apply to.
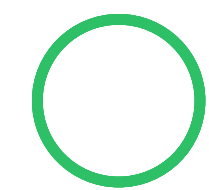
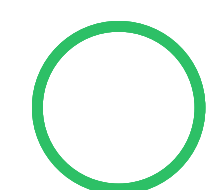○ **Business description**

Describe what your business is about.

○ **Business vision**

Present what your company wants to achieve.

○ **Business Value Proposition**

List your Value Proposition.

○ **Business model**

Present how your company works.

Step 2: Service details

Provide information that will show what type of service you want.

What service do you want?

Specify what service you expect: creating a new website, expanding the current one, moving the website from another platform, or redesign. Important: if the service will apply to your existing website, enter its URL.

Do you also need branding services?

If you do not have a logo and other branding aspects, be sure to create them together with the website. And if you want to rebrand your website, also mention it.

Do you have ready materials for your website?

If you already have materials for your website, it will be possible to faster determine the size of the page, its content, and the method of communication. If you don't plan to have such materials, state whether you also expect e.g., copywriting services.

Do you want any additional services?

Think about what else may be needed with the service you expect.

Step 3: Website details

This is the part where you go over your expectations for the website, what goals it is supposed to fulfill, etc.

○ **What purpose should the website fulfill?**

The website is there to meet specific goals. Think about what will be the most important for your website.

○ **What recipients is it intended for?**

You need to have a clearly defined group of recipients to know their needs and answer them on your website.

○ **What functionalities should it have?**

Take into account the purpose of the website and the industry your website concerns. For example, if you want to run an online store, you must, of course, be able to offer online payments.

○ **Who is your competition?**

Enter the competition that operates in the same industry as yours and has a similar offer.

○ **How many more or less should the website have subpages?**

Knowing the purpose of the website, its recipients, and competition, try to more or less define how many sub-pages it should have to include all content and other functionalities. Remember that the number of sub-pages is one of the main elements of the cost of the entire website.

Step 4: Technical details

Here you share information that is important for website developers to be able to summarize the necessary services, cost, and time to complete the entire project.

◯ **What budget do you have at your disposal?**

The budget depends on how large a package of services you can afford and how many of your expectations can be delivered.

◯ **How do you want to be billed?**

Consider whether you want to pay for the entire service in advance or whether you can choose, for example, monthly or separately for each stage of work.

◯ **Do you have a domain name purchased?**

The domain name should be established and, if necessary, purchased as soon as possible because later, if it becomes unavailable, you will have to make additional changes to the website.

◯ **Will you provide your own hosting?**

Before creating a website, it is good to know what the hosting service will be.

◯ **Do you have an SSL certificate?**

An essential element of the website that you must have is to provide users with security the website. Also, provide information on whether you will be able to activate it yourself.

Do you want to self-manage the website?

If you do not have IT knowledge, you will have to ensure that the way and place the website will be created will allow you to manage it if you want to.

Do you want to have access to website statistics?

If you want to have it, you will have to choose a platform for creating a website that contains such statistics or connects Google Analytics tools to your website. It is also worth mentioning here whether you will be able to do it yourself.

Do you want to use SEO services?

First of all, make sure that your website is built in accordance with SEO best practices from the very beginning. Consider also whether you want to have, for example, monthly website optimization services.

Website brief - summary

Creating a website is an investment that, if done properly, will return you with an excess devoted time and money. Therefore, don't allow, at the very beginning of its creation, to make a mistake in the form of a completely wrong estimation of its costs or omitting the essential stage of its creation.

Use this material to create a website that will achieve the goals you have assigned to it and will give you endless opportunities for development. If you are looking for more tips on creating a professional and effective website, visit the **BOWWE Blog** or write to us by e-mail to **hello@bowwe.com**.

Visit BOWWE Blog for more tips!
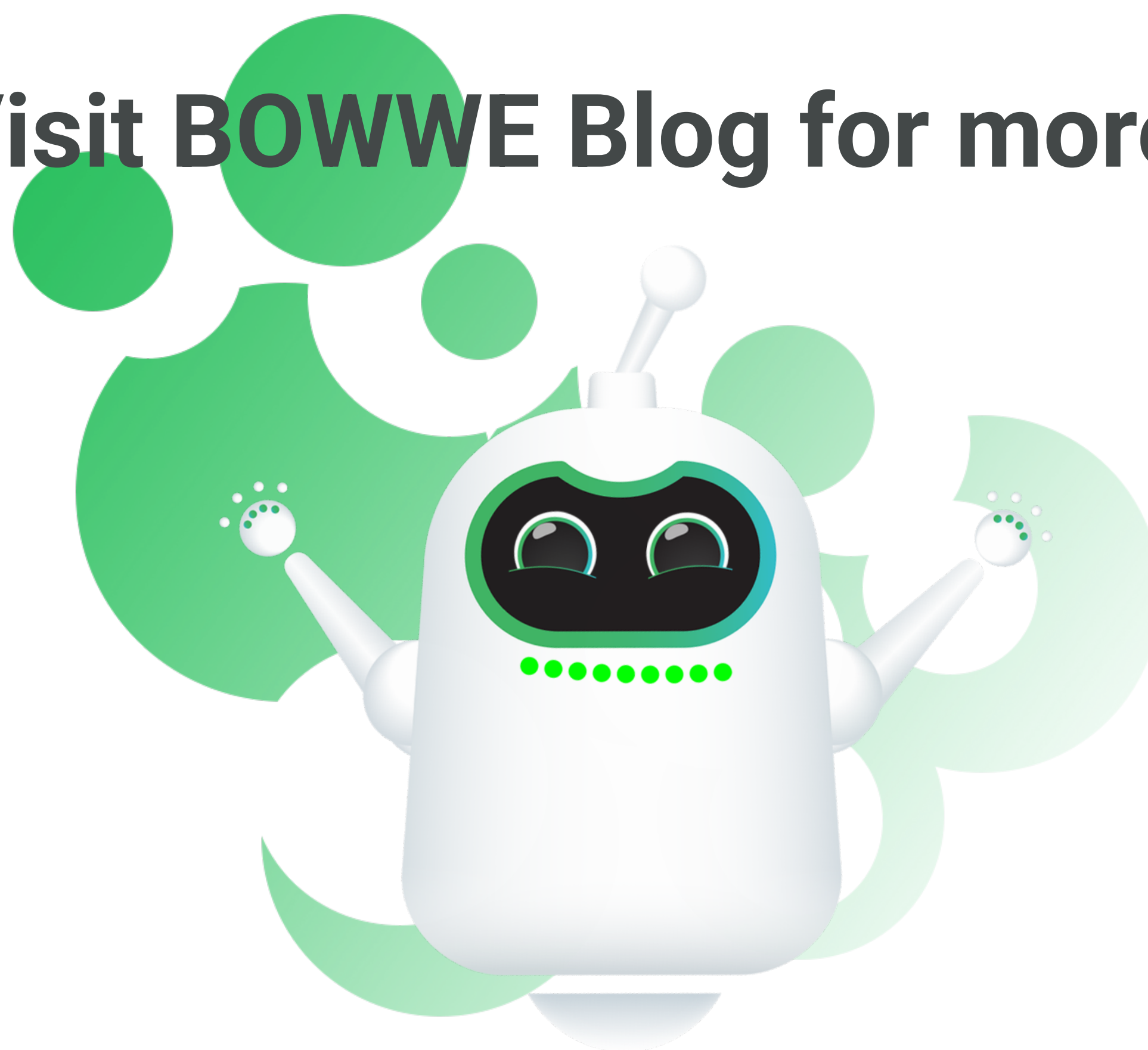
Read more!

BOWWE

Author: Karol Andruszków

Co-authors: Jakub Kopacz, Karolina Krawczyńska

Graphics and illustrations: Katarzyna Komsta, Mykhailov Maksym

Do you have questions or would you like to share your knowledge with us?

Please contact the BOWWE.com team by mail

hello@bowwe.com

Author:

Karol Andruszków
CEO BOWWE

Source:

How Much Website Cost in 2022? Full Breakdown of Cost

Check also:

https://bowwe.com/en/blog/purposes-for-which-you-need-a-website

https://bowwe.com/en/blog/how-to-create-a-website

https://bowwe.com/en/blog/marketing-activities

READ MORE!

About BOWWE:

BOWWE contains everything essential for any web designer, agency, or business to create a stunning website and become visible on the web. The intuitive drag-and-drop creator lets you release your ingenuity and talent by creating better and better websites. Forget about limitations. In BOWWE every website's element can be customized with pixel-perfect accuracy.

A remarkable website, highly converting Landing Page, eye-catching Portfolio, or any other online project. With an impressive BOWWE Builder, all your ideas can be brought to life!

Grow your business with rocket SEO, key integrations, powerful apps, and data-driven support. Design, implement, optimize and become a web-ruler!

Website:
https://bowwe.com

Blog:
https://bowwe.com/en/blog

Facebook:
https://www.facebook.com/BowweBuilder/

Instagram:
https://www.instagram.com/bowwe_websitebuilder/

The first step to developing on the web is your website.

Grow, gain customers and true independence in the network! Create with BOWWE now!

CREATE AN ACCOUNT!

BOWWE