01 / SET THE DIRECTION

Web design brief checklist.

10 decisions.
One clear brief.

Type in the fields or print and write. Tick each item when it is ready to share.

Business name

Current website

01 Business & audience

READY ☐

What do you offer, who buys it and which Toronto or GTA communities do you serve?

02 Goal & measurement

READY ☐

What should the website achieve? Name a measurable result, such as confirmed first-time bookings or qualified enquiries.

03 Mobile customer journey

READY ☐

Map the steps from first tap to enquiry, booking or purchase. What confirmation should the visitor and your team receive?

02 / DEFINE THE SCOPE

Define what goes live.

Be specific about launch priorities, existing assets and who owns each task.

04 Launch scope

READY ☐

List essential pages, products, forms and integrations. Separate launch requirements from items that can follow later.

05 Existing site & migration

READY ☐

Which URLs, content, products, forms, accounts and tracking need to carry over? Flag important pages that need redirects.

06 Homepage message

READY ☐

Draft your main headline and button text. Add one reason a new customer should trust your business.

07 Assets & approvals

READY ☐

Who supplies copy, photos and brand files? Name the person responsible for content entry and final approval.

03 / PREPARE THE QUOTE

Make your quote count.

Share the same brief with each agency so you can compare scope and costs.

Project lead

Quotes needed by

08 Design references

READY ☐

Link to websites you like and explain what works: layout, colour, navigation or features. What should yours do differently?

09 Budget & timing

READY ☐

Give your budget range in CAD and what it must cover. Include your target launch date and any fixed deadlines.

10 Quote & handover

READY ☐

Ask for revisions, licences, renewals, account access, training and support. Request clear assumptions and exclusions.

BEFORE YOU SEND

Check all 10 items. Attach your assets, references and scope notes.