Good websites start with you.

Download this PDF and open it in a PDF reader. Click each white box to type, then save your completed copy and email it back. Short answers are fine; longer answers can go in your email.

01 Your business

Business name

Your name and preferred contact details

What does your business do?

Which towns or areas do you serve?

Do you have an existing website? If so, share the link.

02 Your customers & goals

Who are your main customers?

What is the main thing you want visitors to do?

For example: request a quote, call you or book an appointment.

What makes your business different?

03 Your website

What services would you like to feature?

Which pages or sections do you need?

For example: Home, Services, About, Our Work and Contact.

Do you need bookings, payments, an online shop or other features?

If you only need information and an enquiry form, tell us that too.

04 Your content & style

Do you have a logo, brand colours or a preferred style?

Do you have text and photos, or would you like help preparing them?

Share up to three websites you like. What do you like about them?

Do you have genuine reviews you have permission to publish?

Please only supply images and content you own or have permission to use. Do not include passwords in this brief. We will arrange account access securely if needed.

05 Budget & timing

What budget range do you have in mind?

Is there a preferred launch date? Is it tied to an event?

Who will approve the design and provide feedback?

A useful starting point

One-page websites start from £495. Business websites of up to five core pages start from £895. Your written quote will confirm the agreed scope and full cost. Domain registration, hosting, paid tools and ongoing updates are quoted separately where needed.

06 After launch

Do you already own a domain or have hosting?

Share the domain and provider names if you know them. No login details are needed.

Would you like to manage future updates yourself or discuss ongoing help?

What happens next?

Send your completed brief to wickenswebco@gmail.com. We will review your answers, clarify any details and prepare a written quote. We will agree what is included before work begins.

We handle your brief, design feedback and handover entirely by email. If you are unsure about anything, simply email us.