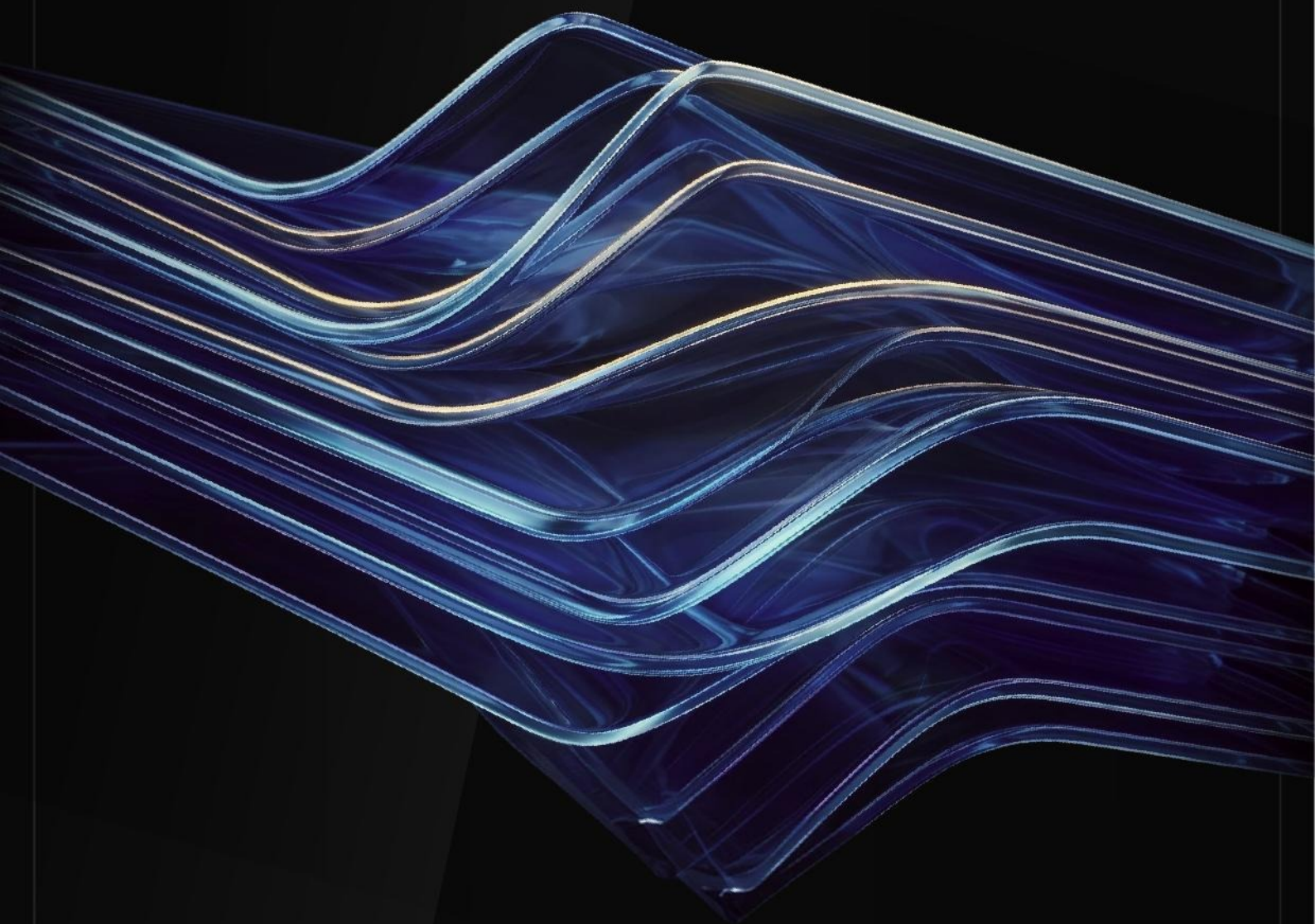


The briefing for your new website

Template · October 2026 · Marrallisa Kreijkes



HOW TO USE THIS TEMPLATE

Answers first, design later.

Most website projects stall before the first design, because nobody wrote down what the site is for, who it is for and who decides. Fill in what you know and send the same briefing to every agency you talk to, so the quotes are comparable. Then use the checklist at the end before you sign.

At Viralistic, every project starts with a check of your brand guide and a foundation phase: moodboard, brand script and sitemap. This briefing gives that phase a head start.

By **Marrallisa Kreijkes**, Founder of Viralistic and official n8n Ambassador

01 BUSINESS AND GOALS

Why does this website need to exist?

What you do, in one sentence

As you would explain it to a potential client you just met.

Why a new website now

What does not work today, or what changed in your business?

The main action a visitor should take, and how you will measure it

For example: book a call, request a quote, buy. How many a month means success?

02 AUDIENCE, POSITIONING AND TONE

Who is it for, and why do they choose you?

Your ideal client

Who they are, what they need to know before they contact you, what makes them hesitate.

Why clients choose you over the alternatives

Name your two or three main competitors and what you do differently.

Tone of voice in three words

And three words it should never feel like.

Brand guide

Logo files, colours, typography, imagery rules? Without them, the brand foundation comes first.

03 PAGES, CONTENT AND FEATURES

What goes on the site, what must it do, and who delivers what?

Pages you expect

Home, services, cases, about, contact, blog. In which languages?

Content, and who delivers it

Texts to reuse or write, photos and video, and who updates the site after launch.

Your current website

Its address, what must stay, and the pages that bring in enquiries or rank well.

Features and integrations

Forms, booking, newsletter, shop. Connections to CRM, email marketing, payments, analytics.

04 REFERENCES YOU LIKE AND DISLIKE

Show, do not describe.

Websites you like, and why

Name the specific part: the typography, the calm, the way a case is told.

Websites you dislike, and why

Often more telling than the list you like.

05 BUDGET, DEADLINE AND DECISIONS

What are the limits, and who signs off?

Budget range

A range, not a single number. It decides how much can be designed in detail.

Deadline, and why that date

A launch, a trade fair, a campaign? Is the date fixed or a wish?

Who decides

Who gives feedback in each round, who has the final say and who is the day-to-day contact.

06 BEFORE YOU SIGN THE QUOTE

A good quote answers each of these in writing.

☐ The scope lists every page, template and feature that will be designed and built
And what is explicitly not included.

☐ The project is split into phases, each with a deliverable and a feedback moment
Including how many revision rounds each phase has.

- ☐ **It is clear what happens when you change something you already approved**
Extra time and budget are normal. Surprises are not.
- ☐ **Payments are tied to phases, and all one-off and recurring costs are listed**
Hosting, domain, licences, plugins and paid tools.
- ☐ **You get the design files, the source code and admin access, with the rights to use them**
Source files (for example in Figma), the code repository, the CMS, and licences for fonts and photos.
- ☐ **Domain, hosting, analytics and Search Console accounts are in your company's name**
The agency gets user access, not ownership.
- ☐ **Aftercare is described: how long bugs are fixed at no cost, and what hosting and maintenance include**
Response times, monthly cost and notice period.
- ☐ **A redirect plan sends every old URL with traffic or links to its new address**
One 301 redirect per URL. Export your current URLs from Search Console before launch.
- ☐ **SEO basics are included**
Titles, meta descriptions, a clean heading structure, alt text, an XML sitemap and Search Console set up.
- ☐ **The accessibility target is named, for example WCAG 2.2 level AA**
Required for many webshops and online services under the European Accessibility Act since 28 June 2025.
- ☐ **Privacy is covered: cookie consent, a privacy statement and data processing agreements for hosting and forms**
- ☐ **Training to edit content is included, with a short manual or a recorded walkthrough**
- ☐ **The launch date is linked to the dates you deliver content and feedback**
Late input moves the launch. The quote should say so.

Any questions? Get in touch.



Scan to connect with Marrallisa on LinkedIn

Plan a strategic call: calendly.com/marrallisa/30min

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