

FOUNDRY & CO

Website Project Brief

For new website builds and major redesigns

Printable brief · approx. 18 min · 31 questions

YOUR NAME

EMAIL

COMPANY

IN ONE LINE

About your business

Quick context so we understand what you do.

What does your business do, in one sentence? *

Imagine you're explaining it to a friend.

How long have you been operating?

- Less than 1 year
- 1-3 years
- 3-10 years
- 10+ years

Current website URL (if any)

Key competitors (URLs)

List 2-3 we should look at.

Your audience

Who are we designing this for?

Who is your ideal customer? *

What problem are you solving for them? *

What action do you want them to take on the site?

- Buy something
- Book a call
- Request a quote
- Sign up for newsletter
- Download something
- Read content
- Apply / register

Project goals

Which design directions feel most "you"?

Pick one or two that resonate.

- Minimal & calm
- Bold & confident
- Playful & friendly
- Corporate & trusted
- Editorial & elegant
- Futuristic & technical

Reference websites you love

Up to 5. Tell us *what* you like about each.

Existing brand assets?

- Yes — logo, colours, fonts ready
- Some — logo only
- None — start from scratch

Upload existing brand assets

Logo, brand guidelines, fonts — anything you have.

Attach this file when you complete the online brief.

Pages & content

Roughly how many pages do you need?

- 1 page (landing)
- 2-5 pages
- 6-15 pages
- 15+ pages
- Not sure yet

Which pages do you definitely need?

- Home
- About
- Services / Products
- Pricing
- Case studies
- Blog
- Contact
- FAQ
- Careers
- Legal

Who will write the copy?

- We have copy ready
- We'll write it
- We need a copywriter

Who will provide images / video?

- We have assets
- Use stock
- We need a shoot

Tech & integrations

Preferred CMS / platform?

- WordPress
- Webflow
- Shopify
- Headless (Next.js etc)
- No preference

Tools we need to integrate with

- HubSpot
- Stripe
- Mailchimp
- Klaviyo
- Salesforce
- Calendly
- Zapier
- Google Analytics
- Custom API

Hosting preference

- You manage it
- We have hosting
- Not sure

SEO & performance

How important is SEO to this project?

Not a priority

Critical

Mark a number from 1 (left) to 10 (right)

Are you running paid ads we should consider?

- Yes
- No

Timeline

When do you need to launch? *

- ASAP (under 4 weeks)
- 1-2 months
- 2-4 months
- 4+ months
- Flexible

Any hard deadlines or events?

Budget

We use this to scope something realistic for you. A range is fine.

Project budget *

- Under £3k
- £3k-£7k
- £7k-£15k
- £15k-£30k
- £30k+

Do you have an ongoing maintenance budget?

- Yes
- No

Decision-making

Who will sign off on the project?

Best way to communicate during the project?

- Email
- Slack
- WhatsApp
- Weekly call
- Async tool (Notion/Linear)

Anything else

Anything else we should know?

Concerns, past experiences, dreams — all welcome.

How did you hear about us?

When you're ready, complete the online version at the link Foundry & Co sent you. Required fields are marked with *.