

Website content brief

Start with the reader and the task. Complete this copy, save it under a new name and check your saved answers. Use a compatible PDF reader, or print and write by hand.

1. Business and agreed pages

Name the business and list the pages included in this brief.

2. Who is the website for?

Describe the reader, their situation and the question they need answered.

3. What should the visitor do next?

Choose one action. State what happens after they take it.

4. Page plan

For each page: name / reader question / useful answer / next action.

5. Facts and evidence

List confirmed services and process details. Mark anything unconfirmed.

Materials and review

Keep missing information visible. This brief helps organize work; it is not a legal contract or automatic approval. Attach another document if an answer needs more space.

6. Source materials and permissions

List copy, images and links. Record permission or approval status.

7. Missing information

For each missing item: what is needed / who supplies it / agreed date.

8. Who approves the copy?

Name one approver and how they will send consolidated feedback.

9. Agreed review date

Record an agreed date; do not create a deadline without agreement.

10. Next action

What happens next, who owns it and which unresolved items affect it?

Before drafting

- ☐ The page list and intended visitor action are clear.
- ☐ Unconfirmed claims are flagged for confirmation.
- ☐ Source materials and permissions have been reviewed.
- ☐ The approver, feedback method and next step are agreed.