



# A FREELANCE WRITER'S BRIEF

An easy to Follow Template for a  
**Website Content Brief**

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# Freelance Writer's Brief: Website Content

Prepared By: [Name of Client or Organisation]  
Contact: [Client contact details]  
Date: [Date of Brief]  
Website: [Name of/link to website]

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## Context

Write a brief introduction using these questions as prompters where relevant:

- What's the background to your business, how long has it been around?
- What product or service do you sell?
- What is your medium and long term vision for the business
- Provide some information on you and your team
- Does your website exist or are you creating a new one?
- How does your website fit into your overall content marketing strategy?
- Where are you based? Where are your customers mainly based?
- What are your core business values and what are you most proud of?
- Describe the character and nature of your business in half a dozen words
- Competition:
  - Who are your main competitors and why?
  - What can you lay claim to that your competitors can't
  - Why do your customers buy from you instead of your competitors?
  - Can you substantiate all your claims?
- Do you have any brochures or other marketing you think would be helpful to the writer?

## Website Audience:

Who is this website targeted at? Better still, can you provide a buyer persona? At the very least, describe your ideal audience's basic demographics and the issue they're grappling with. In other words, what will provoke them to seek out your site, and how is it going to improve or add value to their life?

## Website Design and Style

- Do you have a design in mind? Has it already been created?
- Who is building your website?
- If you have an existing website, what don't you like about it, or what do you want to change?
- What overall character and style do you want for your website? Masculine or feminine, contemporary or corporate, informal, emotive, etc
- What tone of voice do you want to convey? Friendly, professional, technical, informal, inclusive, confident etc
- How many pages do you want and what are the page titles?
- What images will you be providing for the site?
- What features and functions are you going to include (CTA buttons, eCommerce, blog, etc)
- **Provide links to website you like (and don't like) and explain why** - if you do nothing else, do this.

## Website Content Requirements

Provide the following information:

- Can you provide the content in 'raw material' format, ie bullet points or similar
- Do you have any research resources or links to websites and articles you think will help?
- What primary and secondary keywords do you want the writer to include in the site?

## What is the Aim of the Website

Build credibility, build the brand, increase traffic, generate sales, launch a new product. How will you measure the success of website?

## Timing

When do you intend to publish the site and when do you want to see a first draft?