

Example: brief of a software company

A fictional B2B software company in the Netherlands, 25 people, selling in the Netherlands, Belgium and Germany, on a page builder since 2021.

1. Your company

What do you do, for whom and where?

Planning software for cleaning companies, sold in the Netherlands, Belgium and Germany.

Who is your best customer?

A cleaning company with 50 to 500 staff that still plans in spreadsheets.

What do you do differently from your three biggest competitors?

Set up in a week, with a planner who speaks the customer's language.

2. The goal of the site

What should a visitor do?

Book a demo, or start a trial.

How many leads come in now, and how many do you want?

Now 15 demo requests a month, goal 40.

3. Pages € moves the price

Which pages, and roughly how many?

Home, product, six features, pricing, three industries, customer stories, blog, about, contact. About 25 pages per language.

4. Languages € moves the price

Which languages, and who writes or translates?

English, Dutch and German, each with its own search terms. Our team checks the product terms.

5. Features € moves the price

Forms, demo booking, calculator, portal, integrations?

Demo booking in our sales calendar, a price calculator per number of staff, leads into our CRM.

6. Copy and images € moves the price

Who writes the copy? Do you have screenshots and photos, or is a shoot needed?

The agency writes from interviews. Product screenshots with demo data; photos of the team in the office.

7. Your current site € moves the price

Which platform, which pages bring visitors now, and must old URLs redirect?

A page builder since 2021. The blog brings most visitors in Search Console. Every old URL must redirect.

8. Search

Which search terms should find you, in which countries?

Cleaning planning software, in English, Dutch and German, plus the names of our three competitors.

9. Rules

Cookies and analytics, privacy policy, accessibility?

GDPR first: analytics without cookies where possible, and a refuse button next to accept if we do use them.
Accessible to WCAG 2.1 AA, even though the European Accessibility Act does not cover a B2B site like ours.

10. After launch

Who manages domain and email, who updates copy later, and who owns design, copy and images?

Our IT partner keeps domain and email, registered to our company. Marketing publishes blog posts and customer stories. Design, copy and images transfer to us in writing on delivery.

11. Budget and timing

What is your budget range, when must it go live, and who decides?

EUR 15,000 to 25,000. Live before our trade fair in spring. The CEO and the head of marketing decide.

12. Examples

Three sites you like, and why. One you do not want.

Clear pricing on one page. Product screens you can click. Not: a home page that only shows stock photos.