

Thanks for thinking of TomDenley for your new website! This short brief helps me understand your business and what you need — there are no wrong answers, and you don't need to fill in everything. Just tell me what you know and we'll figure out the rest together.

How to complete this brief

Fill in the fields directly in Adobe Acrobat, Preview, or your PDF reader — tick the boxes that apply, then save and email it back to dev.tomdenley@gmail.com. Takes about 5 minutes.

YOUR BUSINESS

Tell us who you are and how best to reach you.

BUSINESS NAME

DESIRED DOMAIN NAME

e.g. www.yourbusiness.co.uk — don't worry if you're not sure yet, we can help you choose.

CONTACT NAME

PHONE NUMBER

EMAIL ADDRESS

PREFERRED CONTACT METHOD

☐ Email

☐ Phone Call

☐ WhatsApp

YOUR BRAND & COLOUR SCHEME

So the site looks and feels like you.

PRIMARY COLOUR

SECONDARY COLOUR

e.g. Forest Green / #22c55e — leave blank if unsure and we'll suggest a palette.

Style That Appeals to You

- ☐ Modern & Minimal
- ☐ Bold & Colourful
- ☐ Classic & Professional
- ☐ Dark & Contemporary

Do You Have an Existing Logo?

- ☐ Yes, it's ready
- ☐ Needs designing
- ☐ Not sure yet

Logo File Format

- ☐ Vector file (AI/EPS/SVG)
- ☐ Only have a JPG/PNG
- ☐ Please vectorise it for me

If you have one ready, please attach a JPG or PNG of your logo when you email this brief back.

SOCIAL & ACCREDITATIONS

Existing accounts and trade memberships you'd like linked or displayed on your site.

FACEBOOK

INSTAGRAM

GOOGLE BUSINESS PROFILE

OTHER (TIKTOK, LINKEDIN, ETC.)

TRADE ACCREDITATIONS & MEMBERSHIPS

e.g. Checkatrade, FMB, TrustMark, NICEIC — include membership/reference numbers if you have them.

NEED MORE THAN A WEBSITE?

I also design logos, print and signage — tick anything you'd like to discuss, no pressure.

- ☐ Business Cards & Stationery
- ☐ Vehicle Livery & Signage
- ☐ Flyers & Print Design
- ☐ Social Media Graphics

Your Van Is Prime Advertising Space

Sharp signage and vehicle livery don't just look great — they turn every job site and every mile on the road into free advertising. For a lot of trades, it's the first impression before anyone even finds your website, so let's make sure it's a good one!

PROJECT TYPE

Roughly what kind of site are we talking about? Tick one if you can.

☐ **Landing Page — from £350**

A single high-converting page — ideal for a quick launch, an offer, or a startup.

☐ **Business Website — from £750**

A multi-page site with room to grow — services, blog, and full content management.

☐ **Not Sure Yet**

No problem — tell us about your project below and we'll recommend the best fit.

FEATURES YOU'D LIKE

Tick anything that sounds useful — we can talk through the details together.

Showcasing Your Work

- ☐ Photo gallery of past jobs
- ☐ Before & after photos
- ☐ Customer testimonials
- ☐ Certifications & accreditations

Getting Enquiries

- ☐ Quote request form
- ☐ Click-to-call button
- ☐ WhatsApp contact button
- ☐ Social media links

Trust & Information

- ☐ About us / our story
- ☐ Service area map
- ☐ FAQs
- ☐ Pricing / starting-from prices

Extras

- ☐ Blog / news section
- ☐ Online booking / scheduling
- ☐ Directory listings (Yell, Checkatrade, etc.)
- ☐ Something else — see notes

ANYTHING ELSE?

Inspiration sites, competitors, timeline, must-haves — anything at all.

Ready to launch something great? Once you're done, save this PDF and email it back to dev.tomdenley@gmail.com, or message on WhatsApp at [+44 7394 336347](https://www.whatsapp.com/business/contact?phone=447394336347). I typically reply within a few hours.