

A WORKING TEMPLATE FOR SYDNEY BUSINESSES

The conversion-focused Web Design Brief

Thirty-two questions that decide whether your next website pays for itself.
Fill it in before anyone opens Figma.

THE PROBLEM

Most website briefs describe a website. Almost none describe a result.

Here is what lands in an agency inbox most weeks. Eight pages. A sitemap. A list of competitor sites the owner likes. A line about wanting it to feel modern and clean. A budget range. Then a deadline that was set by someone who has never built a website.

Nothing in that brief is wrong. It is just not a brief for a website that makes money. It is a brief for a website that looks nice. Those are two different products, and only one of them shows up in your bank account.

A conversion-focused brief starts somewhere else. It starts with the commercial result the business needs, works backwards to the person who has to be convinced, and only then talks about pages and pixels. That order matters more than any single design decision made later

THE UNCOMFORTABLE TRUTH

The brief is the cheapest document in the project and the most expensive one to get wrong. A weak brief does not announce itself. It shows up four months later as a beautiful site that nobody enquires through, and by then the money is spent and everyone is polite about it

What a weak brief actually costs



REWORK

Design goes three rounds because nobody agreed what the site had to achieve, so every opinion is equally valid.



DELAY

Content was never assigned. The build sits finished and empty while someone finds time to write the About page.



WASTED TRAFFIC

Design goes three rounds because nobody agreed what the site had to achieve, so every opinion is equally valid.



NO VERDICT

Without agreed numbers up front, nobody can say whether the project worked. So it gets judged on taste.

WHAT THIS DOCUMENT IS

A brief you can hand to any agency, including one that is not us.

Thirty-two questions across eight sections. Each one comes with why it matters, what a weak answer looks like, what a strong answer looks like, and space to write yours. Fill it in and you will have made most of the expensive decisions before anyone quotes you.

Seven numbers worth briefing against

Design opinions are hard to settle. Numbers are easier. These are the benchmarks that should sit behind the decisions in your brief.

+21.6%

Lift in form progression to submission from making a page just 0.1 seconds faster, across lead generation sites. Retail conversion rose 8.4% on the same change.

Deloitte and 55 for Google, Milliseconds Make Millions, 2020

123%

Increase in the probability a mobile visitor bounces as load time goes from **one second** to **ten**.

Google and SOASTA Research, 2017, via Think with Google, 2018

10 sec

The window you have to make your value clear. Analysis of more than 2 billion dwell times across 205,873 pages found the first ten seconds decide whether a visitor stays.

Nielsen Norman Group, 2011

59%

Share of Australian web traffic on **mobile**. If your brief describes a desktop site, it describes the minority experience.

Google and SOASTA Research, 2017, via Think with Google, 2018

11.3 vs 8

Form fields in the average checkout, against the **eight** that are actually needed. Every extra field is a tax you charge people for wanting to buy.

Deloitte and 55 for Google, Milliseconds Make Millions, 2020

\$82.6b

Spent online by Australians in 2025, up **14%** year on year, across 9.8 million households.

Australia Post eCommerce Report 2026

AND ONE THAT IS NOT OPTIONAL

In 2025 the Australian Human Rights Commission set out that organisations should conform with **WCAG 2.2 at a minimum Level AA**. The guidance is not legislation, but the obligation it interprets is: the Disability Discrimination Act 1992 covers private businesses providing goods and services, not just government. If accessibility is not in your brief, it is not in your quote, and it will not be in your website.

How to use these

Do not treat them as targets. Treat them as the reason a line item exists in your brief. Speed is in section 7 because of the first two numbers. Form length is in section 3 because of the fifth. Accessibility is in section 7 because of the last one.

Full sources are listed on page 23. Verify any figure before you quote it externally.

Your own numbers beat al of these

An industry average tells you nothing about whether your project worked. Your baseline does. That is why section 1 asks for it before anything else, and why the first question about design comes later than most briefs expect.

HOW TO USE THIS

Two ways in

If you are the business

Answer it yourself first, badly, in one sitting. Do not polish. The gaps are the point. Anywhere you cannot answer in a sentence is a decision you have not made yet, and it will otherwise get made for you by whoever is holding the mouse.

Then send it to two or three agencies. The quotes you get back will be closer together and easier to compare, because they will all be pricing the same job.

If you are the agency or the marketer

Use it as a discovery script. Work through it on a call, in the client's words, and write their answers down verbatim. Do not tidy them up. A client saying "I have no idea what a lead is worth" is a finding, not a blank. Any section still empty at the end of discovery is a risk that belongs in the proposal, not a gap to quietly fill in later

EVERY QUESTION IS LAID OUT THE SAME WAY

The question	Plain language. If it needs jargon, it is the wrong question.
Why it matters	What this answer changes about the design, the build or the budget
Weak answer	The version that sounds fine and tells the designer nothing.
Strong answer	The version that a designer can actually make a decision from.
Your answer	Space to write. Two or three sentences beats a paragraph.

THE EIGHT SECTIONS

01	The commercial case	Why this project exists, in dollars	5
02	The buyer	The one person the site has to convince	7
03	The conversion actions	What a win looks like on the page	9
04	The proof	Why anyone should believe you	11
05	The content reality check	Who writes what, by when	13
06	Structure and journeys	Traffic in, conversion out	15
07	Technical truth	Platform, integrations, speed, access	17
08	Brand and governance	Who decides, and by when	19
--	The red flag checklist	Twelve signs your brief is not ready	21
--	The brief on one page	The summary your agency will actually read	22

The commercial case

If you cannot say what has to change in the business, the project has no way of succeeding or failing. It just finishes.

1.1 What has to change in the business for this website to be worth the money?

Why it matters. This single answer sets the priority order for every trade-off later. A site built to win bigger contracts looks nothing like a site built to shift stock faster.

WEAK

"The current site is outdated and does not reflect where the business is now."

STRONG

If you cannot say what has to change in the business, the project has no way of succeeding or failing. It just finishes.

1.2 What are your current numbers?

Why it matters. Without a baseline there is no way to prove the project worked. Traffic, enquiries per month, conversion rate, average sale. Rough is fine. Absent is not.

WEAK

"We get a bit of traffic but not many enquiries."

STRONG

"About 2,400 sessions a month, 11 enquiry forms, roughly 0.45%. Average job is \$8,000 and we close about one in four."

1.3 What is a lead or a sale actually worth to you?

Why it matters. This is the number that turns design decisions into maths. If a lead is worth \$2,000, spending a week on the enquiry flow is obvious. If it is worth \$40, it is not.

WEAK

"Hard to say, it varies a lot depending on the client."

STRONG

"Average first order is \$1,400 with a 38% margin. Customers reorder about three times, so a new customer is worth roughly \$1,600 to us over two years."

1.4 What does success look like 90 days after launch, and who checks it?

Why it matters. A named person and a named number stop the project being judged on whether the boss likes the shade of blue. Pick two or three measures, not ten.

WEAK

"More leads and better rankings."

STRONG

"Enquiry rate from 0.45% to 1.2%, quote requests over \$20k from 2 to 6 a month, mobile load under 2.5 seconds. Reviewed monthly by our GM."

IF YOU ONLY FIX ONE THING

In 2025 the Australian Human Rights Commission set out that organisations should conform with **WCAG 2.2 at a minimum Level AA**. The guidance is not legislation, but the obligation it interprets is: the Disability Discrimination Act 1992 covers private businesses providing goods and services, not just government. If accessibility is not in your brief, it is not in your quote, and it will not be in your website.

Websites designed for everyone convince no one. Name the person who has to say yes.

2.1 Who is the one person this website has to convince?

Why it matters. Tone, reading level, page length and proof all change with the reader. A tradesperson booking a job and a procurement manager running a tender need different sites.

WEAK

"Businesses across Sydney, plus some residential customers, and we also do government work."

STRONG

"Facilities managers at Sydney commercial buildings, 35 to 55, time poor, checking on mobile between site visits. They shortlist three suppliers and get a manager to sign off."

2.2 What are they worried about before they contact you?

Why it matters. Every unanswered worry is a reason to leave. Naming the top three tells the designer exactly what has to appear above the fold and what belongs near the form.

WEAK

"Probably price."

STRONG

"That we are too small to handle their volume, that we will not turn up when we say, and that the quote will move once work starts."

2.3 Who else are they looking at, and why might they pick them over you?

Why it matters. Be honest here. If a competitor genuinely is cheaper or faster, the site needs to reframe the comparison rather than pretend it is not happening.

WEAK

"We do not really have direct competitors, we are quite different."

STRONG

"Two national franchises with slicker sites and 24/7 phone lines, and a handful of one-person operators who undercut us by 30%. We win on response time and on not subcontracting."

2.4 What do they need to know before they will pick up the phone?

Why it matters. This becomes the content checklist. Anything on the list that is missing from the site is a page you are asking people to leave and find elsewhere.

WEAK

"That we are professional and do good work."

STRONG

"Whether we service their suburb, whether we are licensed and insured, roughly what it costs, how fast we can start, and that we have done this in a building like theirs."

THE SYDNEY FACTOR

Location is not decoration. Buyers here filter hard on service area, travel time and whether you understand their part of the city. A page that says "servicing Sydney" is weaker than one that names the corridors you actually cover, because the reader in Penrith and the reader in Mosman are both asking the same question and neither gets an answer.

The conversion actions

A conversion is something a visitor does, not something a site has. Decide what you are asking for before deciding how the page looks.

3.1 What is the single most valuable action a visitor can take?

Why it matters. One primary action per page. Two competing calls to action split attention and both lose. This answer decides what the button says everywhere on the site.

WEAK

"We want them to get in touch or download the brochure or follow us."

STRONG

"Book a 20 minute site assessment. Everything else is secondary. Phone calls count the same as form bookings."

3.2 What is the lower commitment action for people who are not ready?

Why it matters. Most first-time visitors will not buy today. Without a smaller yes, they leave with nothing and you have paid for the click anyway

WEAK

"They can sign up to the newsletter."

STRONG

"Download the pricing guide with a work email. Feeds our nurture sequence. We know from the last 12 months that about one in nine of those becomes a quote."

3.3 What happens after someone enquires, and how fast?

Why it matters. The best converting website in your industry cannot survive a two day reply. Design the handover, not just the form. Who gets the email, on what device, and what do they do next?

WEAK

"It goes to the info inbox and someone picks it up."

STRONG

"Straight into HubSpot and an SMS to whoever is on duty. Called back within 15 minutes in business hours, next morning otherwise. Auto-reply sets that expectation."

3.4 What are you willing to ask for on a form, and what can wait?

Why it matters. Every field costs you enquiries. Sales usually wants more fields, marketing wants fewer. Settle it in the brief, in writing, before the form is built.

WEAK

"The usual details, plus budget and how they heard about us."

STRONG

"Name, mobile, suburb, one free text box. Nothing else. Budget and timeline get asked on the call, not on the form."

WORTH KNOWING

Baymard Institute found the average checkout asks for 11.3 form fields when eight will do, and that "too long or complicated checkout" is the reason 17% of people abandon. The same logic applies to a four field enquiry form. Ask for what you need to make the next call. Ask for the rest on the call.

Design earns attention. Proof earns the enquiry. Most briefs skip this section and then wonder why the site feels like everyone else's.

4.1 What proof do you already have, and where is it?

Why it matters. Reviews, logos, licences, accreditations, project photos, staff credentials, years in business, volume handled. If it exists, the design should be built around it. If nobody looks for it now, it will not exist at build time either.

WEAK

"We have some good testimonials somewhere in an old email folder."

STRONG

"87 Google reviews at 4.8, six client logos we can name, licence numbers, before and after photos on 40 jobs, two staff with 20 years each. All in a shared Drive folder."

4.2 What proof are you missing, who gets it, and by when?

Why it matters. Proof gathering is slow because it needs other people. Start it the day the brief is signed, not the week before launch

WEAK

"We should probably get some case studies done."

STRONG

"Three written case studies with numbers, and permission to name two clients. Our ops manager owns it. Drafts due in four weeks."

4.3 What can you say about price, risk and guarantees?

Why it matters. Hiding price does not remove the question, it just moves the drop-off to a later page. A range, a starting price or a worked example lets people self-qualify and saves your team time.

WEAK

"We would rather not put pricing on the site, every job is different."

STRONG

"We can publish typical ranges by job type and a fixed price for the initial assessment. We can also state our seven day make-good policy."

4.4 Which claims need evidence or conditions attached?

Why it matters. "Sydney's best", "guaranteed results" and "cheapest" are claims you may have to stand behind. Flag them in the brief so the copy can be written to survive scrutiny.

WEAK

"Just say we are the leading provider in Sydney."

STRONG

"We can substantiate 'over 4,000 installations since 2011' and 'same day response, Monday to Friday'. Avoid 'best' and 'guaranteed' entirely."

A USEFUL TEST

Cover the logo on your homepage and read it as a stranger. If every sentence could belong to a competitor, you have written a brochure, not a case. The fastest fix is almost never better design. It is one specific number, one named client, or one thing you are willing to promise that they are not.

The content reality check

Content is the single most common reason web projects run late. It is also the section most briefs leave completely blank.

5.1 Who is writing the words, and are they paid to?

Why it matters. "We will write it internally" is the most expensive sentence in web projects. Not because it cannot work, but because it is almost never anyone's actual job.

WEAK

"We will handle the content ourselves, we know the business best."

STRONG

"Agency writes all 14 pages from two interviews with our technical lead. We review within five business days. We write nothing from scratch."

5.2 What content exists today, and what state is it in?

Why it matters. Reuse, rewrite and write from scratch cost very different amounts. An honest audit here is the difference between a quote that holds and one that does not.

WEAK

"Most of the current content is fine, we just need it moved across."

STRONG

"Six service pages are current and can be lightly edited. Eight are three years old and wrong. The blog is 60 posts, maybe 10 worth keeping."

5.3 What photography and video do you have, and what has to be shot?

Why it matters. Stock photography is the fastest way to look like everyone else. Real photos of real people and real work outperform it, but a shoot needs booking, budget and a day of someone's time.

WEAK

"We have a few photos, and we can use stock for the rest."

STRONG

"Team headshots from 2024 are usable. We need a half day on site for job photos and eight staff portraits. Budget allowed, date not booked."

5.4 What is the content deadline, and what happens if it slips?

Why it matters. Agreeing the consequence up front turns a vague delay into a decision. Do we launch with placeholder pages, launch in stages, or move the date?

WEAK

"We will get it over as soon as we can."

STRONG

"All copy approved by 30 November. If a page is not signed off by then we launch without it and add it later. The launch date does not move."

THE PATTERN WE SEE MOST

Design approved. Build finished. Then eleven weeks of waiting on an About page and three service descriptions, while the old site keeps converting badly and the invoice sits there. Content is not the last step. Brief it first, assign it to a person with a date, and treat a missed content deadline as a project risk rather than an inconvenience.

Structure and journeys

A sitemap is not a strategy. What matters is the path from where someone arrives to the thing you want them to do.

6.1 Where will traffic come from, and in what rough proportion?

Why it matters. Traffic source changes page design more than almost anything else. Paid search visitors already know what they want, so do not educate them. Social visitors were interrupted, so hook them fast. Organic visitors may be much earlier in the decision.

WEAK

"Mostly Google, plus some referrals and word of mouth."

STRONG

"Roughly 45% Google Ads on high intent service terms, 30% organic, 15% direct and referral, 10% Meta retargeting. Ads spend doubles in spring."

6.2 Which pages must exist, and which ones actually earn their place?

Why it matters. Every page needs a job. Pages that exist because the old site had them add cost, dilute internal linking and give visitors more ways to wander off.

WEAK

"Same structure as now, just tidied up. Maybe add a blog."

STRONG

"Home, 6 service pages, 3 location pages, About, Case studies, Contact. Killing the 4 product pages that get no traffic and the news section nobody updates."

6.3 For each main traffic source, what is the path to the conversion?

Why it matters. Write it as a sentence per source. If a path takes more than three steps, that is where the design work belongs. Most sites lose people between arrival and the second click.

WEAK

"They land on the site and find what they need in the menu."

STRONG

"Ads land on a matched service page and book from the hero, no menu needed. Organic lands on a guide, then a service page, then books."

6.4 What is on the current site that must be kept?

Why it matters. Ranking pages, high converting landing pages, useful tools, gated PDFs, integrations, tracking. Rebuilds routinely delete the few pages that were actually working, because nobody wrote them down.

WEAK

"Not much, the whole thing needs replacing."

STRONG

"Three blog posts drive 40% of organic traffic and two ad landing pages convert at 6%. Keep their URLs. Also the booking widget and the GA4 setup."

DO THIS BEFORE YOU REBUILD ANYTHING

Export your top 50 landing pages by organic traffic and your top 20 by conversions, and put the list in the brief. It takes ten minutes in Google Analytics and Search Console. It is the single most effective way to stop a redesign quietly undoing years of work.

This is where quotes go wrong. Not because the questions are hard, but because nobody asks them until the build has started.

7.1 What is the site built on now, and what has to stay?

Why it matters. Platform, hosting, who has access, what is licensed, what was custom built by someone who left. Access delays are one of the most common causes of a stalled project.

WEAK

"WordPress I think. Our old developer set it up."

STRONG

"WordPress with a licensed theme, hosted on a reseller account we do not control. Domain is with a former contractor. Two custom plugins, no documentation."

7.2 What does the site need to talk to?

Why it matters. CRM, accounting, inventory, booking systems, payment gateways, email platform, quoting tools. Integrations are where the budget hides. One awkward API can cost more than the rest of the build.

WEAK

"It should link up with our systems."

STRONG

"Forms into HubSpot, stock synced from MYOB nightly, Calendly for bookings, Mailchimp for the list, Stripe for deposits. MYOB has no public API for our version."

7.3 What performance and accessibility standards are we building to?

Why it matters. If it is not in the brief it is not in the quote. Name the targets. Core Web Vitals thresholds are LCP under 2.5 seconds, INP under 200 milliseconds and CLS under 0.1, measured on real mobile visitors. For accessibility, the Australian Human Rights Commission points to WCAG 2.2 Level AA as the minimum.

WEAK

"It needs to be fast and work on phones."

STRONG

"Mobile LCP under 2.5s on a mid-range Android on 4G, CLS under 0.1, WCAG 2.2 AA with an audit before launch. Tested from Australian locations."

7.4 What are the SEO and migration risks, and who owns them?

Why it matters. A redesign is a migration. URLs change, redirects get missed, schema disappears and tracking breaks. Naming an owner for the redirect map and the tracking rebuild prevents the classic post-launch traffic drop.

WEAK

"The new site should be better for SEO."

STRONG

"Full URL export and one to one redirect map, signed off before launch. Schema rebuilt on service pages. GA4 and Ads conversions retested on staging. Owner: our SEO lead."

WHY SPEED BELONGS IN A CONVERSION BRIEF

Deloitte and 55, working for Google, tested a 0.1 second improvement across 37 brand sites and 30 million sessions. Retail conversion rose 8.4%. On lead generation sites, progression from form to submission rose 21.6%. Speed is not a technical nicety. It is a conversion lever, and it is cheapest to buy at build time.

Brand and governance

Projects rarely fail on craft. They fail on decisions, or on the person who was never in the room turning up at the end.

8.1 What brand assets exist, and who owns the source files?

Why it matters. Logo in vector, fonts and licences, colour values, brand guide, photography rights. Recreating a logo from a JPEG is billable work nobody budgeted for

WEAK

"We have the logo, I can email you a PNG."

STRONG

"Logo in AI and SVG, brand guide from 2023, two licensed fonts with web licences, photo library with usage rights. All in our Drive, access granted."

8.2 What do you like, what do you hate, and why?

Why it matters. Reference sites are useful only when you say what you like about them. "Clean and modern" means nothing. "Their pricing table makes it easy to compare" is a design instruction.

WEAK

"We like this site, it is clean and modern. We do not like ours."

STRONG

"We want their pricing table and their short forms. We do not want big background video, sliders, or a homepage where you cannot see what we do without scrolling."

8.3 Who approves, and who can say no at the last minute?

Why it matters. Name them now. The most expensive person in a web project is the director who sees it for the first time two days before launch. One decision maker, one deputy, and a rule for breaking ties.

WEAK

"We will run it past the team and come back to you."

STRONG

"Our marketing manager approves day to day, our MD signs off design and copy once each. Nobody else has veto. Feedback consolidated into one document per round."

8.4 What is the budget, and what is the real deadline?

Why it matters. Withholding a budget does not get you a better price, it gets you a proposal for a different project. A real deadline is one tied to an event. A made-up deadline just adds pressure to the wrong things.

WEAK

"We are open to options, send us your best price. Ideally live in six weeks."

STRONG

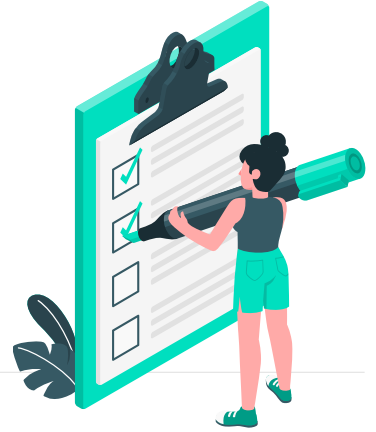
"\$45k to \$60k for build, plus content and photography. Must be live before our March trade show. Ongoing budget of \$2k a month for optimisation after launch."

ONE MORE THING

Set aside part of the budget for after launch. A website is not finished on launch day, it is only measurable from launch day. The teams that get the best results are the ones that keep a small monthly amount for testing headlines, shortening forms and fixing the pages the data says are leaking.

The red flag checklist

Twelve signs a brief is not ready. Tick the ones that are true of yours.
Three or more and you are about to buy a website on hope.



- ☐ 1. There is no number anywhere in it. Not one baseline, target or dollar figure.
- ☐ 2. The audience is "anyone who needs our services".
- ☐ 3. The words "clean", "modern" and "professional" do more work than any specific instruction.
- ☐ 4. Nobody knows what a lead or a customer is worth.
- ☐ 5. Content is listed as "client to supply" with no name and no date.
- ☐ 6. The sitemap is the old sitemap with a blog added.
- ☐ 7. There is no list of pages or URLs that must be preserved.
- ☐ 8. Integrations are described as "connect to our systems".
- ☐ 9. No performance target and no mention of accessibility.
- ☐ 10. More than two people can reject the design, and none of them wrote the brief
- ☐ 11. The budget is withheld, but the deadline is not.
- ☐ 12. There is no plan or money for anything after launch

HOW TO READ YOUR SCORE

0 to 2 ticks. You are ready to brief. Expect quotes that are close together and a project that starts on time.

0 to 2 ticks. Fixable in a week. Go back to sections 1, 3 and 5. They cause the most damage.

0 to 2 ticks. Do not go to market yet. Run a paid discovery instead and let the output become the brief. It costs less than one round of rework

One more test before you send it. Give the brief to someone in your business who was not involved in writing it and ask them what the new website is supposed to achieve. If they cannot tell you in a sentence, the agency will not work it out either.

Your brief on one page

Fill this in last, from your answers. Put it on page one of whatever you send out.

Business and contact

Who you are, who to call

What has to change

From 1.1

Baseline numbers

From 1.2

Value of a lead or sale

From 1.3

Success at 90 days

From 1.4

The buyer we must convince

From 2.1 and 2.2

Primary conversion action

From 3.1

Proof we can use

From 4.1

Content owner and date

From 5.1 and 5.4

Traffic mix

From 6.1

Platform and integrations

From 7.1 and 7.2

Standards to hit

From 7.3

Decision makers

From 8.3

Budget and deadline

From 8.4

Numbers and where they came from

Check any figure against its source before you use it in a proposal or a pitch.

FIGURE	WHAT IT SAYS	SOURCE
+8.4% +21.6%	A 0.1 second speed improvement lifted retail conversion 8.4% and lead generation form progression to submission 21.6%, across 37 brand sites and 30 million sessions.	Deloitte and 55 for Google, <i>Milliseconds Make Millions</i> , 2020. web.dev case study.
123%	Probability of a mobile visitor bouncing rises 123% as load time goes from one second to ten.	Google and SOASTA Research, 2017, published by Think with Google, February 2018.
10 seconds	The first ten seconds of a page visit decide whether a visitor stays. Based on more than 2 billion dwell times across 205,873 pages, each with upwards of 10,000 visits.	Jakob Nielsen, Nielsen Norman Group, 2011.
59%	Mobile share of web traffic in Australia.	Similarweb, Australia platform market share, July 2026.
11.3 vs 8 17%	The average checkout asks for 11.3 form fields where 8 would do. "Too long or complicated checkout" is why 17% abandon. Documented cart abandonment averages 70.22%.	Baymard Institute, checkout flow research, June 2024; cart abandonment statistics, updated September 2025.
\$82.6b 14%	Australians spent \$82.6 billion online in 2025, up 14% year on year, across 9.8 million households buying from an average of 16 brands.	Australia Post, eCommerce Report 2026
WCAG 2.2 AA	"Organisations should conform with WCAG 2.2 at a minimum Level AA." Commission guidance, not legislation. It interprets the Disability Discrimination Act 1992, which covers private providers of goods and services as well as government.	Australian Human Rights Commission, guidelines on equal access to digital goods and services, 2025.
2.5s / 200ms / 0.1	Core Web Vitals thresholds for a good experience: Largest Contentful Paint under 2.5 seconds, Interaction to Next Paint under 200 milliseconds, Cumulative Layout Shift under 0.1.	Google, Core Web Vitals, current thresholds.

A NOTE ON BENCHMARKS

Benchmarks are for setting expectations, not targets. Your own baseline from question 1.2 matters far more than any industry average, because it is the only number that tells you whether this project moved anything.

Where to check these yourself

web.dev/case-studies/milliseconds-make-millions baymard.com/lists/cart-abandonment-rate auspost.com.au/business/e-commerce/e-commerce-report humanrights.gov.au, guidelines on equal access to digital goods and services web.dev/articles/vitals

Two you should generate yourself

Your Core Web Vitals. Search Console, Experience report. Real visitors, not a lab test.

Your enquiry rate. Conversions divided by sessions in GA4, split by landing page. This is the number your whole brief hangs off.

WHAT HAPPENS NEXT

Fill it in. Then let us pull it apart.

Send us your completed brief and we will come back with the questions we would still want answered, the risks we can see, and a rough sense of what it would take to build. No obligation, and you keep the brief either way.

We have been building websites and running campaigns for Sydney businesses since 2008. Design, development, SEO and paid media sit under one roof in Norwest, which is why our briefs have to cover conversion, search and speed in the same document. They are the same problem

WHAT COMES BACK

The gaps

The questions we would still want answered, and why each one changes the build.

The risks

What we can see going wrong from your answers, especially on content, tracking and migration.

The shape of it

A rough scope, a rough range and a rough timeline. Enough to decide whether to keep talking



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