

BESPOKE WEBSITE

EDITORIAL BRIEFING

BRIEF DATE

MEMBER

CURRENT SITE

**WHAT DO YOU LIKE ABOUT YOUR
CURRENT SITE?**

**WHAT DO YOU DISLIKE ABOUT YOUR
CURRENT SITE?**

**WHAT ARE THE MAIN REASONS FOR
REFRESHING / CREATING A NEW SITE?**

E.g. bring up to date, has wrong/old
information, brand refresh/rebrand,
increase traffic

TONE OF VOICE

**WHAT 3 KEYWORDS WOULD YOU
USE TO DESCRIBE YOUR BUSINESS
PERSONALITY?**

E.g. professional, friendly,
approachable, corporate,
service-led, local?

**DOES YOUR WEBSITE CURRENTLY
USE/REFLECT THIS TONE OF VOICE?**

**WHAT WOULD YOU HIGHLIGHT AS
YOUR MAIN APPROACH TO BROKING
/ YOUR USP**

E.g. competitive price, insurance
review, friendly service, local broker,
family business, large portfolio, niche
specialism

BUSINESS

**WHAT IS YOUR BUSINESS/
PERSONAL LINES CLIENT RATIO?**

WHO IS YOUR TYPICAL CLIENT?

**WHAT TYPE OF CLIENT WOULD
YOU LIKE TO ATTRACT?**

**DO YOU CURRENTLY ATTRACT
THIS TYPE OF CLIENT OR ARE YOU
TAKING A NEW APPROACH TO
ATTRACT DIFFERENT BUSINESS?**

SITE MAP / CONTENT FEATURES

**SITE MAP WILL USUALLY BE BASED
ON CURRENT SITE - ARE THERE ANY
ADDITIONAL PAGES/FEATURES YOU
WOULD LIKE TO ADD?**

**ARE THERE ANY EXISTING
PAGES/FEATURES YOU WOULD
LIKE TO REMOVE?**

**DO YOU REQUIRE A BLOG/
NEWS SECTION?**

**WOULD YOU LIKE A MEET THE
TEAM PAGE? BRIEF OR IN-DEPTH?**

**ARE YOU INTERESTED IN
GATHERING TESTIMONIALS/CASE
STUDIES FOR USE ON THE SITE?**

CTAS

DO USERS CURRENTLY ENGAGE WITH THE WEBSITE?

HOW DO USERS CURRENTLY CONTACT YOU ONLINE?

E.g. contact form, email, phone, online chat facility

WHAT WOULD YOU LIKE TO ENCOURAGE INTERESTED PARTIES TO DO?

E.g. sign up for newsletter, call you, use 'get a quote' feature

OTHER

IS THERE ANYTHING ELSE YOU PARTICULARLY DO / DON'T WANT TO SEE ON THE SITE?

Broker Network
Grimmbald Crag Close
Knasbrough
HG5 8PJ

T: 0844 873 0191
E: membermarketing@brokernetwork.co.uk
W: www.brokernetwork.co.uk

