



Guideline

Website Relaunch Briefing

Website

Positioner recommends that you take the time to create an detailed briefing for the relaunch of your website. This can be time consuming. However, it is worth the effort to avoid unpleasant surprises during or after the website project and thus to avoid costly expenses. This checklist will help you as an orientation guide when preparing such a briefing.

General

Project

Describe the project, including the project goals. If possible priorities the goals (e.g.: must have, should have, could have or nice to have). The goals can be splitted into:

- Corporate goals
- Marketing goals
- Brand goals
- Sales / E-Commerce goals
- Technical goals
- Usability goals

Company information

Share as many additional information about your brand that can not be found on your website, however that might be relevant for the website agency.

Strategy

If possible, share your future plans and strategy insights. If needed, ask for a NDA. Provide the following information:

- Positioning today vs. tomorrow
- USP's
- Target audience / personas
- Competitors analysis
- Communication strategy insights
- Online strategy insights
- KPI's

If you do not have these information ready, you should first think about your brand positioning.

Positioner has a team specialized in hotel innovation and hotel positioning. Please feel to contact us.

Current website permanence

It helps a lot, if you provide the following information:

- Access to Google Analytics and other KPI's
- SWOT of current website

Brand & Design information

Share the following information:

- Information about the brand definition
- Corporate design manual, including logos and access to picture data base

Is your brand appearance not anymore state of the art? Combine the website relaunch with a brand refresh or with a complete rebranding. Positioner provides the service of digital first branding. Contact us at any time.

Picture & video content

Good quality pictures and videos are essential to ensure a good conversion rate. Therefore the picture material should be analysed in the course of your website relaunch.

If you need help in redefining your picture language or creating new picture and video material, contact us directly.

Requirements

Scope of Website

Please indicate how many websites and which URL are parts of the RFP. It is appreciated if you can highlight special functionalities and requirements of the current and the future website.

Brand & Design

Please inform about special requirements of the brand and the design (if needed).

Structure & Content

It is appreciated if you can provide an overview of the current website structure / sitemap (if available). In addition, the following information is needed:

- Amount of languages
- Handling of content creation and translations
- Content migration
- Picture material (existing or also new picture material needed?)

CMS

Please provide any requirement on the Content Management System (CMS), for example:

- User Accounts / Teams
- Workflow / Approval system
- Password protected areas for members (Press, Travel agents, etc)

Online Marketing

Please indicate in which fields of online marketing you might need support. Please provide information anyhow information about:

- SEO - Search engine on-site optimisation
- Social media
- Email marketing / newsletter
- Online marketing / Paid advertising

Technical requirements

Please indicate all technical requirements with prioritisation for the new website. Please mention as well special functionalities and features. In addition, we recommend to provide the following information:

- Domains (also redirected domains)
- Number of websites
- E-Commerce
- 3rd party tools and integrations – API integrations (any), please provide API documentation of each provider

Hosting

Please provide the following actual hosting information:

- Monthly Bandwidth
- Storage
- Environments (how many)
- CDN – Content delivery network
- Any special requirement for China market
- Uptime guarantee
- Backup

Booking engine

Please indicate your needs on regards of the Booking engine

- Layout customisation of a Booking engine - specify provider
- Full / API integration - Specify provider

Support & Future developments

Please indicate which support & SLA levels you need for the website, for example

- Website support
- Service level agreement: 8h, 24h - 5/7 or 24/7
- Estimated annual hours of future development and support needed

Administration

Timing

Please provide a roughly timing for the website relaunch project

Budget

Please provide information about the budget of the project.

RFP

Please inform the agency about the following information:

- Process of RFP
- Criteria of selection
- Scope of offer
- Contact person

Don't forget

It is highly recommended to ask as well about the following information:

- Cost for the follow-up cost for support, hosting etc.
- Ask how the CMS is built and which contents you can manage in the future (e.g. are you able to build own landing pages by yourself?)

Jump on the branding wagon.

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