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COPYWRITING BRIEF FOR

**<INSERT COMPANY NAME>**

<Insert Company Logo here>

Copywriting requirements for the development of the website –

www.<<YourWebsite>>.com

# SECTIONS in THE PLAN

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# 1. Overview of Project

*INSTRUCTIONS OF WHAT TO INCLUDE – Provide an outline of the project and your business so the copywriter has the background details needed to understand the deliverables. So essentially the fact you are updating your website and require some copywriting done for some (or all) of the pages.*

SAMPLE:

XXXX is an adventure centre that provides a range of activities such as, kayaking, SUP, hiking, biking, and much more to families as well as groups (e.g. schools, tour groups, hens & stags, etc). We are in the process of updating our website, and we need some help with the copy for the new website to help sell the experiences we offer to our target audience and persuade them to take action (i.e.. book an activity, book a school tour, etc)

There are approx. 20 pages on the website but we are looking for a copywriter to help us craft some compelling copy for some of our key landing pages.

The Copywriting Requirements section later provides more specific details on the pages we believe we need help with.

## Key Dates and Contact Details

*INSTRUCTIONS OF WHAT TO INCLUDE – Please remove once you have read this*

*Key dates to complete the project – and contact details.*

SAMPLE:

The website is due to launch XXX and we require the copy well in advance of this date.

Please complete the Appendix at the back of this document and send your quote, along with any other details, to XXXX by XXXX.

## About your business

*INSTRUCTIONS OF WHAT TO INCLUDE – Please remove once you have read this*

*Brief overview of your business (e.g. a few paragraphs or enough so they get a good sense of your brand and USPs). E.g. you may want to provide a little background (i.e. Your story & USPs), what you want your brand to be known for, and maybe more details on who your customers are, what they look for, etc.*

# 2. Copywriting Requirements

*INSTRUCTIONS OF WHAT TO INCLUDE – Please remove once you have read this*

*Provide an outline of the specific requirements for the project,, this should include,*

* *Target Audience(s) – you can copy in the tables from your WIP*
* *Tone of Voice – copy in this section from your WIP*
* *Sitemap – this is needed so the writer can see where the pages fit in to the overall site structure. Just copy the image of your sitemap from your WIP.*
* *Copywriting Pages – provide details of the actual work you need them to do. If you want them to help with all pages on the site or if you want them to help with specific pages. Either way, they will need to know more about the objective of each page, the CTAs on the page (i.e. what action(s) do you want to persuade visitors to take), target audience, etc*

## Target Audiences

## Tone of Voice

## Sitemap

## Copywriting Pages

*For each page provide the following details*

* *Objective - this will differ for each page – e.g. homepage is to signpost the readers to the most appropriate pages on the site to give them what they need and generate bookings/ ticket sales. Think about the calls to action and what you really want people to do with this page. It’s not just reading the page it’s taking action.*
* *Target Audience – this may differ for each page so refer to the main audience for the page or say ALL if it should cover all of them.*
* *Rewrite/New – are they completely new pages or a rewrite of existing pages.*
* *Tone of Voice – while you will have an overall tone of voice you may have subtle nuances for each page*
* *Approximate Word Count (per page)*

*NOTE: Mock-ups of Page Designs – if you already have mock-ups of the page designs from your web designers then it would be very helpful to provide these as they can help the copywriter see what copy is needed for the page (with approximate word counts) e.g. if there are boxes at the top of the homepage for your 3 main target audiences then they will need to come up with a title and short paragraph for each.*

SAMPLE

The following table details the specific pages we need help with. We would like to discuss this with you further though as we welcome your guidance on what would work on each page to achieve our goals.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Page | Objectives/Goals – including any CTAs | Target Audience | Rewrite or New | Tone of Voice | Word Count |
| Homepage | Need a compelling tagline and description for the banner at the top of the page to captivate visitors and promote what we do.  The rest of the homepage should be focused on signposting visitors to the most appropriate pages on the site to give them what they need and generate bookings/ ticket sales.  One section will focus on our main target audiences, another should provide a summary of the activities we provide as well as a summary of each  We also want a section to focus on the quality of what we provide – our USPs and our values. This is to instil trust in our company. | All – some sections may be targeted at a more specific audience to get them to take action. | New | Fun and casual  but the section on our service needs to also have a serious tone so they can trust in us. | 300-500 words across all sections |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

# APPENDIX A – Supplier Details & Quote

Please complete and return the following when submitting your proposal and quote. Please feel free to also provide a detailed proposal doc. We will be seeking quotes from a number of suppliers.

## Supplier Details

|  |  |
| --- | --- |
| Name of agency/company: |  |
|  |  |
| Main contact: |  |
|  |  |
| Main contact email |  |
|  |  |
| Website |  |
|  |  |
| Date of establishment |  |
|  |  |
| Legal status (e.g. Company, Sole trader) |  |
|  |  |
| Do you have Tax Clearance? | Yes / No |
|  |  |
| Do you have Public Liability Insurance? | Yes / No |
|  |  |

Please outline the type of clients you have worked with, work you do, and how you like to work with clients.

|  |
| --- |
|  |

## Relevant Work

Examples of previous similar work. A link to samples of your portfolio would be helpful.

|  |
| --- |
|  |

## Quotation Details

Outline your quote for this work? Please provide a breakdown of costs for the requirements listed in this brief. If you would prefer to work on a daily rate then please state this and be clear how many days you feel this project will take.

|  |
| --- |
|  |

What are your payment terms?

|  |
| --- |
|  |