

Blayze Digital Project Consultation Brief

Use this brief to outline your project before scheduling a strategy session.

1. Brand Snapshot

Business name:

Website or social links:

Primary offer or service:

Target audience:

2. Project Goals

What should the new site accomplish?

What is not working about your current online presence?

Top three conversion goals:

3. Visual Direction

Preferred mood, references, competitors, or inspiration:

Colors, typography, and brand assets available:

4. Technical Requirements

Pages needed:

CMS, CRM, booking, e-commerce, or API integrations:

Analytics, SEO, or performance requirements:

5. Timeline & Investment

Target launch date:

Budget range:

Decision makers:

6. Notes for Blayze Digital

Add anything else that will help us architect the right build.