

The website scope worksheet.

Pin down what your site actually needs, before anyone writes a line of code or quotes you a price. This is what stops projects quietly ballooning.

PDF

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A studio worksheet from Initiate Digital · Wexford, Ireland · initiate.ie

Why scope first

Most website projects do not go over budget because someone is greedy. They go over because nobody agreed, in writing, what “the website” actually included. A quick change here, an extra page there, a feature that turned out to be three features, and suddenly the quote from March means nothing.

This worksheet is the cure. Fill it in before you ask anyone to build or price your site, and you will get more accurate quotes, fewer surprises, and a shared definition of “done”. It is equally useful whether you are building it yourself, hiring a freelancer, or briefing a studio.

HOW TO USE IT

Answer what you can, and mark the rest “not sure yet”, that is a valid answer and a useful flag. Anything you leave blank is simply a decision you have not made, and it is far cheaper to spot it now than halfway through a build.

**A website scoped on one page up front is worth ten status meetings later.
Vague briefs are what get expensive.**

01

Goals & success

What is this site actually for?

Everything else hangs off this. If the whole team cannot answer it the same way, stop here first.

What is the single most important job of this website?

Get enquiries? Take bookings? Sell products? Build credibility? Pick the main one.

What is the one action you most want a visitor to take?

Your primary call to action. There can be others, but name the main one.

How will you know in six months if it worked?

A number if you can, more enquiries, more bookings, fewer “can you send me...” emails.

02

Pages & sitemap

Every page, listed once.

List the pages you need. Home, About, Services, Contact is a fine start, add anything specific to you.

List every page the site needs.

One per line. Group them if there are sub-pages (e.g. Services → Web, Branding, SEO).

Which three pages matter most?

Where your effort and best content should go. The rest can be lighter.

Any pages you have now that you do NOT need to carry over?

Old, thin or duplicate pages. Redirect them, do not just copy them across.

03

Features & functionality

What the site must be able to do.

Be honest about what is essential now versus nice-to-have later. Every “must” adds cost and time.

Which features do you actually need?

Tick or list: contact form, online booking, payments/shop, blog, member login, multi-language, live chat, map, gallery, newsletter signup...

Which tools must it connect to?

Your email marketing, CRM, calendar, accounting, socials, a booking system you already pay for.

What is genuinely “phase two”?

Naming it now stops it sneaking into phase one and blowing the budget.

04

Content

The part everyone underestimates.

Websites do not stall on design. They stall waiting for words and photos. Sort this early.

Who is writing the words?

You, the studio, a copywriter? Be realistic, “we’ll do it” is where timelines go to die.

What content already exists, and what needs creating?

Text, logos, photos, testimonials, case studies. List what is ready versus what is a gap.

Do you have real photography, or do we need a plan for it?

Real photos of real work beat stock every time, and they matter more than most people expect.

05

Design & brand

The look and feel.

Short section, but it saves a world of “can you make it pop” later.

Do you have a brand already (logo, colours, fonts)?

If yes, is it settled, or does it need a tidy-up first? (Our brand brief template can help.)

List two or three websites you like, and one word why for each.

“Clean”, “trustworthy”, “bold”. It tells a designer far more than “modern” does.

Any hard do's or don'ts on look and feel?

06

Technical

Domain, hosting and the plumbing.

The unglamorous logistics. Get the logins straight now, not in a panic on launch day.

Who owns the domain name, and do you have the login?

If you cannot answer this, finding out is job number one.

Where is it hosted now, and are you happy to move?

What email addresses need to keep working?

Website changes can break business email if nobody plans for it. List the addresses that matter.

Anything technical we must preserve?

Existing rankings and URLs, an online shop, integrations, tracking/analytics history.

07

Budget & timeline

The guardrails everyone dances around.

Naming these is not rude, it is how you get a realistic plan instead of a hopeful one.

Is there a rough budget range you are working within?

Even a range helps enormously. It shapes what is sensible to build, not whether we like you.

Is there a real deadline, and what is driving it?

A launch, an event, a season. "Whenever" is fine too, just say so.

Who signs off, and who needs to be involved?

The more people who can say "actually, can we...", the longer everything takes. Name them now.

That's your scope.

Filled in, this worksheet is a brief any competent builder can quote against accurately, and a yardstick you can hold the finished site up to. If a request lands mid-project that is not on here, that is not a disaster, it just means it is a change, priced and decided on purpose rather than absorbed by accident.

If you would like us to turn this into a real, fixed-price plan, that is exactly how we start. We are Initiate Digital, a web and design studio in Wexford working with businesses across Ireland and the UK. We work per project rather than from a fixed price list, and once we have a scope like this, we send a fixed-price proposal within 24 hours of a call, so you know the number before you commit to anything.

WORK WITH US

Websites scoped, designed and built without the ballooning. See how we work at initiate.ie/web-development.html, or send us your filled-in worksheet at initiate.ie/contact.html.

Version 1 · A working worksheet, kept up to date. © Initiate Digital · initiate.ie