

Website Budget and Brief Template

Write the brief, list the pages, compare quotes line by line and add up what the site costs over 3 years.

Two quotes for the same website can be thousands of dollars apart, usually because each one assumes a different scope. This template gives every designer, developer or agency the same brief, lines their quotes up side by side and adds the running costs, so you compare the real price of each option.

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How to use this template

Fill it in before you ask anyone for a price, then send the same pages to everyone who quotes.

- 1 **Write the brief first.** One page on the business, the audience and what the site must do.
- 2 **List every page.** The page count drives the price more than almost anything else.
- 3 **Decide who writes the content.** Writing it yourself saves money but takes time.
- 4 **Mark only the features you need at launch.** Each one adds cost, and most can come later.
- 5 **Send the same brief to every quote.** Otherwise the quotes can't be compared.
- 6 **Compare quotes line by line.** A cheaper quote that leaves out content or support isn't cheaper.
- 7 **Add up 3 years.** The build is paid once, but hosting, tools and upkeep come every year.

THE BRIEF SETS THE BUDGET

Big differences between quotes usually come from different assumptions about scope. A one-page brief sent to everyone makes the quotes comparable.

The brief

THE BUSINESS AND WHO THE SITE IS FOR

THE MAIN JOB OF THE SITE

For example: calls, bookings, sales or enquiries

WHAT THE SITE MUST DO AT LAUNCH

SITES YOU LIKE, AND WHAT YOU LIKE ABOUT THEM

LAUNCH DATE

BUDGET RANGE

Page list

PAGE	WHAT IT IS FOR	CONTENT READY?	NOTES
Home			
About			
Services, or one page per service			
Contact			
Blog or resources			

TOTAL PAGES AT LAUNCH

WHO WRITES THE CONTENT

Features and integrations

Tick only what the site needs on launch day.

- ☐ Online store and payments
- ☐ Booking or appointments
- ☐ Contact and enquiry forms
- ☐ Newsletter signup connected to an email tool
- ☐ CRM or other software integration
- ☐ More than one language
- ☐ Member or client login area
- ☐ Accessibility review
- ☐ SEO setup, including redirects from an old site
- ☐ Content migration from an existing site

LATER IS FINE

Most features can be added after launch. Starting smaller gets the site live sooner and shows what visitors actually use.

Quote comparison

ITEM	QUOTE A	QUOTE B	QUOTE C
Design: template or custom			
Pages included			
Content writing included			
Rounds of revisions			
Store setup			
SEO setup			
Training for your team			
Support period after launch			
Hosting included			
Who owns the domain and hosting account			
Total build price			

COMPARE LIKE WITH LIKE

A lower quote that leaves out content, revisions or support usually costs more by the time those gaps are filled.

Running costs

COST	PER MONTH	PER YEAR
Domain		
Hosting or website builder plan		
Business email		
Premium plugins, themes or apps		
Backups and security		
Maintenance or support plan		
Content updates		
Total		

- 3-year cost = build price + yearly running cost x 3
- Check renewal prices, since first-year discounts on hosting and domains often end after year one

Decision summary

ROUTE CHOSEN

Builder, WordPress yourself, freelancer or agency

BUILD PRICE

3-YEAR TOTAL

WHO BUILDS IT

YEARLY RUNNING COST

LAUNCH DATE

OWN THE ESSENTIALS

Register the domain and the hosting account in your own name, whoever builds the site. It is the easiest thing to set up now and the hardest to fix later.

We build the systems behind the paperwork

Gatilab is an independent WordPress and search agency. We build sites, rank them, and stay long enough to prove the work moved something.

2014 Founded	850+ Clients served	2,000+ Projects completed	10,000+ Plugin installs
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What we do

WordPress engineering

Custom themes, blocks, plugins, and migrations built to stay fast and maintainable after handoff.

SEO strategy

Technical fixes, topical coverage, and search visibility work measured against clicks, not scores.

Content marketing

Research-led articles and editorial systems your team can keep publishing without us.

Conversion design

Landing pages, service pages, and forms designed around the decision the reader is actually making.

Need this handled instead of templated?

Send the problem, not a brief. We will tell you whether it is worth building, what it depends on, and what we would deliberately skip. If the honest answer is that you do not need us, you will get that too.

[Start a project](#)

gatilab.com/connect

USE IT FREELY

Free to use, edit, and adapt for your own business and your own clients. No attribution required, no sign-up. The one thing we ask: do not resell it as your own product.