

PUBLIC SAMPLE FORMAT

Website Launch Brief

A practical launch plan for a new website or redesign: page map, offer clarity, intake path, analytics, SEO structure, integrations, and AI-ready handoffs.

█ SAMPLE ONLY - NOT A CLIENT LAUNCH BRIEF



AUDIENCE

Founder, operator, or marketing owner

PURPOSE

Get the site ready to ship

OUTPUT

Pages, copy, forms, analytics, launch path

WHAT WE WOULD EXTRACT FROM INTAKE

The site bottleneck

This sample assumes a generic operator business with a website that needs clearer positioning, stronger conversion paths, better intake, and cleaner launch tracking.

Launch rule: the site should make the offer obvious, route the right prospect to the right next step, track the key actions, and leave clean handoffs for future automation.

OFFER CLARITY

The visitor needs a clear path

The homepage and service pages should explain who the business helps, what is offered, and how to start without hunting through the site.

CONVERSION PATH

Forms need the right questions

The intake should collect enough context to qualify the project, route next steps, and support an internal brief without creating friction.

LAUNCH STACK

The stack must be named

Domain, hosting, CMS, forms, email, analytics, CRM, payment, calendar, and integrations all affect the launch plan.

RISK

Missing assets slow the build

Brand files, copy decisions, service details, testimonials, legal pages, DNS access, and content approvals are often the real launch blockers.

Launch fields we confirm

SITE TYPE

New build, redesign, landing page, service site, ecommerce support site, or intake-first website.

PLATFORM

Current or preferred CMS, domain provider, forms, analytics, email, CRM, calendar, and payment tools.

GOAL

The main action the website should drive and the information the business needs after submission.

WHERE THE WEBSITE WORK SHOULD START

Recommended launch path

The brief narrows the website project to the right first release. The goal is not to overbuild. The goal is to ship the clearest useful site and leave it ready for future systems.

RECOMMENDED LANE

Lean custom website build

Start with the pages and intake path that support the business today. The launch should include responsive design, SEO foundations, analytics, and handoffs that can later support agent workflows.

SITE JOB

Make the offer easy to act on

- Clarify the service or product path
- Route visitors to the right intake
- Capture qualified context
- Track important actions after launch

HUMAN BOUNDARY

Decisions still need signoff

- Final copy and claims
- Pricing and legal language
- Brand images and testimonials
- DNS and production launch timing

WHAT WOULD GO INTO THE LAUNCH

Website launch components

The first release should include the pieces needed to explain the offer, convert the right visitors, and give the business useful post-launch data.

01 **PAGE MAP.** Confirm the pages, navigation, footer links, legal pages, redirects, and any pages that should not ship yet.

02 **OFFER COPY.** Write or refine headlines, service descriptions, proof points, FAQs, calls to action, and intake language.

03 **DESIGN SYSTEM.** Define reusable sections, responsive rules, buttons, forms, typography, colors, spacing, and content density.

04 **TRACKING AND SEO.** Add metadata, schema where useful, sitemap, robots file, analytics, conversion events, and performance checks.

05 **LAUNCH HANDOFF.** Confirm DNS, forms, email delivery, access owners, backup path, and future automation opportunities.

The point: a useful website launch brief turns a broad redesign idea into a shippable site with clear decisions and fewer surprises.

LAUNCH RISKS

Risk flags we would call out

A useful launch brief is honest about the decisions, assets, access, or technical constraints that could delay a website build.

CONTENT

Copy is not decided

If services, pricing posture, audience, proof, or legal claims are unsettled, the project needs content decisions before final build.

ASSETS

Brand files are missing

Logo files, photos, testimonials, case details, product images, and brand rules can affect both timeline and polish.

ACCESS

DNS or platform access is unclear

The launch plan should name who controls the domain, hosting, analytics, forms, email, and any third-party integrations.

SCOPE

The first release is too large

If the requested site tries to ship every future idea at once, the brief should define a smaller first launch.

What the client gets next

BRIEF

A launch brief covering the page map, offer copy, design direction, intake flow, analytics, SEO basics, risks, and access needs.

BUILD

If approved, the brief becomes the working plan for design, development, responsive QA, analytics setup, and launch.

HANDOFF

After launch, the site can feed cleaner intake, better analytics, and future AI agent workflows.