Service page brief

One priority service. The facts your page needs.

Use short notes. You do not need to write finished copy. Mark anything unresolved as "discuss". Continue on a separate sheet if needed.

Service / current page URL

Prepared by / date / final approver

1. Buyer and situation

Who needs this service, what has prompted the search, and who is outside its scope?

2. Work and boundaries

What will the buyer receive? List the useful deliverables, inclusions and exclusions.

3. Approach and responsibilities

How does the work happen, what must the client supply, and what is worth explaining about your approach?

4. Cost and timing

What can you state about the price and schedule? Name the inputs or decisions that change them.

5. Evidence to show

Which example supports which claim? Add its source, publication permission and any context the reader needs.

6. Questions before contact

What do suitable buyers still ask before proceeding? Record the answer or the decision still needed.

7. Next step and nearby pages

What should the buyer do, what happens afterwards, and which related questions belong on another page?

Worked example: our website rebuild

A planning example from SEO Informatica's own service page, using the same seven fields.

1. Buyer and situation

Established B2B service firms whose website no longer reflects their expertise or service range. United States and United Kingdom first; suitable businesses elsewhere. Enterprise platforms and substantial custom software need a different scope.

2. Work and boundaries

A separately quoted website rebuild for up to 25 pages: agreed structure, words, design, build, forms and search foundations. Extra pages, portals, payment systems and applications are scoped separately.

3. Approach and responsibilities

Review useful existing pages and URLs. The client supplies business facts, evidence, access and approvals; we write the words. Two review rounds cover structure and design direction, then the working site.

4. Cost and timing

One fixed build quote, confirmed on the free Clarity Call and in writing. Delivery within 21 business days from approved inputs. The clock pauses for pending inputs or decisions; waiting more than 14 days moves the project to the next available build slot.

5. Evidence to show

The published confidential HR advisory case shows eight service choices and a problem-based chooser. Use it to demonstrate how we presented the offer. Link to the case, where the reader can inspect the work. The client is unnamed by agreement.

6. Questions before contact

Can useful content stay? Yes, it is reviewed for retention or improvement. Who owns the site? The client after final payment. Is monthly work required afterwards? No. Link to the service page for the full terms.

7. Next step and nearby pages

Request a free Clarity Call about the current site and scope. Written direction covering the recommended work, responsibilities and price follows within two business days after the call. Link to the rebuild decision guide and HR case. Completing this brief and requesting an Outside View are optional.

Full service scope and terms: seoinformatica.com/website-rebuild/

You can contact us with an incomplete brief. It is optional.

Request a free Clarity Call: seoinformatica.com/start/