

Website Discovery Guide

Brighter Site

Website Discovery Guide

Every website we build starts with our streamlined discovery form. This helps us understand your business so we can design a website that works from day one.

Share a few details about your business, goals, and preferences. All questions are optional - just provide as much detail as you can.

Once submitted, you'll have the option to book a quick call to go through anything you're unsure about. We'll then use your answers to plan, design, and build your website.

This website discovery guide contains all the same questions as our [online form](#), with tips to help you complete it in your own time.

Once filled in, you can either:

- Copy and paste your answers into the form at www.brightersite.com/get-started (preferred), or
- Email this document to hello@brightersite.com

Website Discovery Guide

1. Contact Info

First name:

Last name:

Email:

Phone:

Address:

Website Discovery Guide

2. Business Overview

Goal: Help us understand your business, who it helps, and why it exists.

Business Name:

Website (if you have one):

—

What does your business do or offer?

Provide a detailed description of your business, what you offer, and the problem you help solve. Think about how you add value - do you save your customers time, make them money, reduce stress, or make life easier?

—

Who is your ideal customer?

Tell us who you're trying to reach or appeal to. Include details like industry, role, location, values, or typical needs. Think about your best past customers - the ones you'd happily work with again.

—

Website Discovery Guide

3. What Makes You Different

Goal: Gather information for your value proposition and trust-building.

What makes your business different or better than others?

Why should someone choose your business instead of another? What sets you apart - your approach, quality, values, or results?

—

Do you have any direct competitors or similar businesses?

This helps us differentiate your messaging and design. You don't need to list every competitor - just a few that are relevant in your space.

—

Do you have any testimonials or client feedback you'd like us to include?

Optional - paste in any short customer quotes or comments. These help build trust on your new site.

—

Website Discovery Guide

4. Goals & Actions

Goal: *Clarify the purpose of the website and the key action you want visitors to take.*

What's the main action you want visitors to take on your website?

This helps us design your site around a clear goal. Select only one main action (you'll be able to add more details on the next section):

- ☐ Submit an enquiry or contact form
- ☐ Call or message your business
- ☐ Book a service or appointment
- ☐ Request a quote or proposal
- ☐ Buy a product or package
- ☐ Sign up to a mailing list or newsletter
- ☐ Apply for something (e.g. coaching, membership)
- ☐ Download a brochure or resource
- ☐ Other (please specify below)

Website Discovery Guide

Do you have any extra details about the action you want visitors to take?

Optional - for example, you might want people to book through a specific tool, download something, or contact you via WhatsApp instead of email.

What would make the website successful in your eyes?

Optional - If there's something specific you're hoping to improve (e.g. more leads, fewer calls, better-qualified enquiries, increased trust), share it here.

Website Discovery Guide

5. Style & Inspiration

Goal: Capture your brand personality, preferences, and inspiration to guide the design.

How would you like your website to feel?

Describe how you would like your website to feel (e.g. modern, friendly, professional, bold, minimalist - whatever best fits your brand).

—

Are there any websites you like the look or feel of?

Share any examples (from your industry or not). Let us know what you like about them - layout, colour scheme, navigation, visual style, tone, etc.

—

Where else do you promote your business?

Include social media links, online directories, or marketplaces if relevant. This gives us a better picture of your brand presence and helps us keep things consistent.

—

Website Discovery Guide

6. Additional Details

Goal: Collect supporting info and clarify what's already in place.

Do you have any branding or promotional materials to share?

E.g. logos, brand guidelines, photos, PDFs, written content. You can also send files later as we'll provide access to a shared Google Drive folder.

Do you already have a domain name or email set up?

Optional - list existing domain, hosting, or business email details if you have them (Not essential at this stage - we can help you with setup later if needed). This just helps us understand what's already in place.

Website Discovery Guide

7. Confirmation

Anything else you'd like us to know?

Share any extra thoughts, goals, requests, or notes we didn't cover earlier.

Once Complete

After you have filled in all the details, you can either:

- Copy and paste your answers into the form at www.brightersite.com/get-started (preferred), or
- Email this document to hello@brightersite.com

We'll then get back to you within 1 business day to confirm the details and next steps. If anything needs clarification, we'll reach out with a few quick questions.