

Website Discovery

A few questions so we build exactly the site you want. Fill in what you can and skip anything you are unsure about, we will cover the rest together.

Return to:
hello@darktigerstudio.com
Portfolio:
darktigerstudio.com
Date: _____

1 ABOUT YOU & YOUR BUSINESS

Business or brand name

What do you do? (a sentence or two)

Your name & role

Area you serve

Best email

Best phone

Do you have a website now? If yes, what is the address, and what do you like or dislike about it?

Do you already own the domain (web address)? If yes, which one? (e.g. yourbusiness.com)

2 WHAT THIS SITE IS FOR

The #1 job of this website (get phone calls, take bookings, sell products, look credible, bring in leads)

If this site is a success six months from now, what happened?

The main action you want a visitor to take (call, book, buy, message, fill a form)

3 YOUR CUSTOMERS

Who are your ideal customers? (who they are, what they need)

Why do people choose you over a competitor?

Competitors or businesses whose websites you admire (paste links)

4 PAGES & CONTENT

Which pages do you need? (circle or list)

Home

About

Services / Menu

Gallery / Portfolio

Reviews

Contact

Booking

Shop

Blog / News

FAQ

Other: _____

Written text ready, or need help?

Photos ready, or need them?

Logo: have one, need a refresh, or need one made?

Brand colors & fonts (if any)

5 FEATURES THE SITE SHOULD HAVE

What should the site DO? (circle or list)

Contact form

Online booking

Payments / store

Photo gallery

Reviews

Google map

Social links

Newsletter signup

Blog

Live chat

Client login

Other: _____

Any tools you already use we should connect to? (booking app, CRM, POS, Instagram, Calendly)

6 LOOK & FEEL

Three words for the vibe you want (modern, warm, bold, minimal, luxury, playful, trustworthy)

Light or dark?

Colorful or restrained?

Two or three websites you LOVE, and why (paste links)

Anything you HATE or want to avoid

Anything that MUST be on the site (a tagline, a photo, a specific color)

7 PRACTICAL

A deadline or event you are aiming for?

Budget range you are working with?

Have hosting/domain, or need it handled?

Need business email (you@business.com)?

Who updates the site after launch, you or us?

8 ANYTHING ELSE

Anything we did not ask that we should know?

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