



## HORIZON FORGE ATLAS

# Website Discovery Workbook

A strategic starting point for your new website or redesign

**CLIENT / ORGANISATION**

**PROJECT**

**DATE**

This workbook helps us understand your business, brand, audience, competitors and website requirements before design begins. There are no right or wrong answers. If you are unsure about something, tell us. Part of our role is to help you make those decisions.

# Before We Begin

*Please complete as much of this workbook as you can. Some questions may not apply to your business, while others may require a little research. For redesign projects, questions about your existing website are especially important. For new websites, simply skip questions that do not apply.*

## Project type

- ☐ New website
- ☐ Website redesign
- ☐ Migration to a new platform
- ☐ Other: \_\_\_\_\_

## Who should be involved?

Who will be our main contact for this project and how should we contact them?

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Who will approve the final website?

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Are there other people who should be involved in key decisions?

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## Section 1

Understand the business before designing the website

### Your Business

*We want to understand what you do, who you serve and what makes your organisation worth choosing.*

**Business / organisation name**

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**Website address, if you already have one**

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**In a few sentences, what does your business do?**

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**What are your main products, services or experiences?**

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**Which products, services or experiences are most important to the business?**

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**What are your main business goals over the next 1–3 years?**

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**What would you most like the new website to help you achieve?**

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What are the biggest challenges your business currently faces online?

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## Your customers

Who are your main customer groups?

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Who is your most valuable or most important customer group?

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What motivates your customers to choose you?

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What questions or concerns do customers usually have before contacting or buying from you?

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Are there particular locations, markets, languages or customer groups you want to grow?

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## Travel & Experience Businesses

*Complete this section if your organisation operates in travel, tourism, hospitality, adventure, language education or a related field.*

**Which destinations or regions do you operate in?**

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**Is your business seasonal? If so, when are your busiest and quietest periods?**

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**Which destinations, products or experiences would you most like to grow?**

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**How do customers currently enquire, book or purchase?**

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**What information do travellers usually need before they feel ready to book?**

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**Do you work with local suppliers, guides, accommodation providers or other partners that should be represented on the website?**

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## Section 2

Define the brand the website needs to express

### Your Brand

*The website should feel like your organisation. Before we choose layouts, imagery and typography, we need to understand the personality and positioning behind the brand.*

What is your brand's mission or purpose?

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What makes your organisation different from competitors?

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What do you want customers to trust you for?

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Are there any words, ideas or associations you definitely do not want connected with your brand?

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### Brand personality

*Select the words that best describe how you want the brand to feel. Choose the qualities that matter most rather than trying to select everything.*

- ☐ Professional
- ☐ Premium
- ☐ Approachable
- ☐ Friendly
- ☐ Adventurous
- ☐ Bold
- ☐ Calm



- ☐ Modern
- ☐ Traditional
- ☐ Minimal
- ☐ Playful
- ☐ Sophisticated
- ☐ Authentic
- ☐ Trustworthy
- ☐ Energetic
- ☐ Relaxed
- ☐ Innovative
- ☐ Practical
- ☐ Sustainable
- ☐ Expert
- ☐ Luxurious
- ☐ Accessible
- ☐ Other: \_\_\_\_\_

## Visual direction

Are there existing brand guidelines we need to follow? If so, please provide a link.

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Are there colours you need us to use or avoid?

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Are there fonts or typography styles you need us to use or avoid?

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How would you describe the visual style you want for the website?

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Are there any visual styles, trends or design elements you dislike?

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## Your existing brand assets

- ☐ Logo / logo variations
- ☐ Brand guidelines
- ☐ Colour palette
- ☐ Fonts
- ☐ Professional photography
- ☐ Video
- ☐ Illustrations / graphics
- ☐ Icons
- ☐ Brochures / PDFs
- ☐ Existing marketing materials
- ☐ Social media assets
- ☐ Other

**Where can we access or download your brand assets?**

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## Section 3

Plan the website around your users and goals

# Your Website

## For an existing website

What is the current website address?

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What do you like about your current website?

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What do you dislike or find frustrating?

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What feedback have customers or staff given about the website?

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Which pages or features currently work particularly well?

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Which pages or features should definitely be retained?

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Which pages or content should be removed?

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Are there technical problems, integrations or limitations we should know about?

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## Website architecture

*If you already know the pages you need, select them below. If you are unsure, leave the choices open and we can recommend an architecture based on your goals.*

- ☐ Home
- ☐ About
- ☐ Services
- ☐ Individual service pages
- ☐ Products / Tours
- ☐ Destinations
- ☐ Booking
- ☐ Pricing
- ☐ Portfolio / Gallery
- ☐ Case Studies
- ☐ Testimonials / Reviews
- ☐ Blog
- ☐ Resources / Guides
- ☐ FAQ
- ☐ Team
- ☐ Contact
- ☐ Events
- ☐ Shop
- ☐ Membership / Customer Login
- ☐ Other

Additional pages you would like

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- ☐ I know the pages I need
  - ☐ I would like Horizon Forge Atlas to recommend the website architecture
  - ☐ I am unsure and would like to discuss this

## Website goals

*Select your priorities. You do not need to select everything.*

- ☐ Generate enquiries
- ☐ Increase bookings / sales
- ☐ Improve credibility
- ☐ Improve SEO / search visibility
- ☐ Provide better information to customers
- ☐ Make the site easier to update
- ☐ Improve mobile experience
- ☐ Improve website speed
- ☐ Support multiple languages
- ☐ Collect leads / email subscribers
- ☐ Showcase work or experiences
- ☐ Integrate booking or payment systems
- ☐ Support ongoing marketing
- ☐ Other

**Please rank your top three website priorities**

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## Websites You Like

*We are interested in what you respond to, not just which websites look attractive. Please explain what you like about the examples you provide.*

**Website 1: URL**

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**What do you like about it?**



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Website 2: URL

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What do you like about it?

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Website 3: URL

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What do you like about it?

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## Websites You Dislike

Website 1: URL

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What do you dislike about it?

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Website 2: URL

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What do you dislike about it?

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## Your competition

*Understanding your competitors helps us create a website that is distinctive while still meeting customer expectations.*



**Competitor 1: Business name + website**

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**What do they do well online?**

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**Where do you think they could be stronger?**

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**Competitor 2: Business name + website**

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**What do they do well online?**

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**Where do you think they could be stronger?**

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**Competitor 3: Business name + website**

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**What do they do well online?**

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**Where do you think they could be stronger?**

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**Competitor 4: Business name + website**

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What do they do well online?

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Where do you think they could be stronger?

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Are there competitors you consider particularly successful or threatening?

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What do you want your website to communicate that competitors do not?

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# Audience & Customer Journey

What should a first-time visitor understand within the first 10 seconds of arriving?

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What action do you most want visitors to take?

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What normally happens after someone submits an enquiry, makes a booking or contacts you?

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What information do customers need at each stage before they are ready to buy or enquire?

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Are there different customer journeys for different audiences?

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## Content

*We can work with existing content, improve it, or create new content depending on the project.*

- ☐ We have all the content ready
- ☐ We have some content but need help
- ☐ We need Horizon Forge Atlas to write the content
- ☐ We are unsure and would like advice

Which existing content should be retained?

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Which content needs updating or rewriting?

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Are there important facts, claims, terminology or legal requirements we must use exactly?

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## Photography & media

Where can we access your photography, video and other visual assets?

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Do you have permission to use all supplied images and media commercially?

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Are there particular people, places, products or experiences that should be featured?

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Do you need help sourcing additional photography or media?

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# Functionality & Integrations

Select anything you need now or may need in the future. Not every project will require all of these.

- ☐ Contact forms
- ☐ Booking system
- ☐ Online payments
- ☐ Shop / ecommerce
- ☐ Newsletter / email marketing
- ☐ CRM integration
- ☐ Live chat
- ☐ WhatsApp
- ☐ Google Maps
- ☐ Social media integration
- ☐ Reviews / testimonials
- ☐ Events / calendar
- ☐ Customer login
- ☐ Membership area
- ☐ Downloads / documents
- ☐ Search
- ☐ FAQ system
- ☐ Multilingual / translation
- ☐ Blog
- ☐ Analytics
- ☐ Google Search Console
- ☐ Other

Please describe any required integrations or technical systems

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Are there existing systems the new website must connect to?

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## Domain, hosting & email

Who currently manages your domain?

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Who currently hosts your website?

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Who manages your business email?

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Do you want to keep your current hosting / domain / email arrangements?

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Are there any other technical providers or accounts we need to know about?

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# Search Engine and AI visibility Optimisation

*SEO and AI visibility are considered during website planning, not added as an afterthought. Your answers help us understand what the website should be found for.*

**What products, services or experiences do you most want to be found for?**

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**Which locations do you most want to appear for in search results?**

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**Are there specific keywords or search phrases you already target?**

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**Who are your main competitors in Google search?**

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**Do you have an existing Google Search Console account?**

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**Do you have access to Google Analytics or another analytics platform?**

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**Are there existing SEO problems or concerns you are aware of?**

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**Are there pages that currently receive significant organic traffic and must be protected during a redesign?**

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# Project Requirements

## Budget

*A budget helps us recommend an appropriate scope and avoid designing a project that does not match your resources.*

- ☐ Under \$500
- ☐ \$500–\$1,000
- ☐ \$1,000–\$2,500
- ☐ \$2,500–\$5,000
- ☐ \$5,000–\$10,000
- ☐ \$10,000+
- ☐ I am unsure and would like guidance

If you have a specific budget or constraints, please explain

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## Timeline

When would you ideally like the website to launch?

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Is there a fixed deadline or event driving the launch?

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Are there periods when you will be unavailable to provide feedback or approvals?

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## Success

Twelve months after launch, what would make you say this website has been successful?

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Are there specific numbers or outcomes you want to improve?

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## Ongoing support

- ☐ We will manage the website ourselves
- ☐ We would like training
- ☐ We would like ongoing website maintenance
- ☐ We would like ongoing SEO
- ☐ We would like regular blog / content creation
- ☐ We would like analytics and reporting
- ☐ We would like ongoing marketing support
- ☐ We are unsure and would like to discuss options



## FINAL QUESTIONS

Anything else we should know before we begin?

### Anything else?

Is there anything else about your business, brand, customers or website that you think we should know?

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What are you most excited about changing or improving?

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What would make this project feel like a success from your perspective?

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### Next steps

Once we receive your completed workbook and assets, Horizon Forge Atlas will review the information and use it to shape the project scope, website architecture, content requirements and design direction. Where answers are unclear or decisions still need to be made, we will identify these before design begins.

