

BEFORE YOU BUILD • FOR OWNERS

The site brief

Most website projects go sideways in the first two weeks, and it is almost always the same thing: nobody wrote down what the site is actually **for** before they started picking colors. This is the page that fixes that. Fill it in before the first meeting, and the whole project moves faster and argues less.

THE FOUR QUESTIONS THAT DECIDE EVERYTHING

WHO IS THIS SITE FOR?

The one visitor who matters most — not everyone. A buyer, a patient, a donor, a board.

WHAT IS THE SINGLE MOST IMPORTANT THING THEY SHOULD DO?

Call, book, buy, apply, download, donate. Pick one. The site is built around it.

WHAT IS BROKEN OR EMBARRASSING ABOUT THE SITE TODAY?

Be blunt. Slow, ugly, outdated, invisible on Google, cannot update it, breaks on phones.

WHO SIGNS OFF, AND WHO MUST NOT BE SURPRISED?

The person with final say, and anyone who will be upset if they were not consulted.

THE CONTEXT THAT SAVES A ROUND OF REVISIONS

WHAT ALREADY EXISTS?

Logo, brand colors, photography, copy, an old site to reference or bury.

WHAT ARE TWO OR THREE SITES YOU ADMIRE, AND WHY?

Not to copy — to learn what 'good' means to you specifically.

WHAT IS THE HONEST BUDGET AND THE REAL DEADLINE?

A range and a date. Both are answers, not traps. They shape scope, not judgment.

Bring this filled in, or bring it blank and fill it together on the first call. Either way, it is step one of how every Daylit project is scoped — a fixed scope and a fixed timeline come out of these answers, in plain language, with a straight number.

WHERE THIS LEADS

This is how every Daylit build begins.

The brief is not busywork. It is the first hour of the work itself. Everything that follows — the design, the build, the search, the handover — is decided by the answers on the page before it.

Bring the brief. We build the rest in the open.

Daylit designs and builds the whole site under one roof, with every step signed off before it happens. The brief is where that starts.

[See how we work →](#)

daylit.studio/process/