

This is the beginning
of something great...



A Digital Media and Online Solutions Agency



Brightlabs provides strategic, creative and results-focused digital solutions for the corporate and consumer markets. Our core services comprise of Online Strategy, Design, Development, Online Marketing and Infrastructure supported by an advanced and secure technology platform.

Our strategic approach to delivering online solutions has resulted in Brightlabs working with over 300 clients in the past 9 years. We are honoured to have as our clients numerous government departments, major businesses, franchise brands and household icons.

“ Web design is not just about building website pages; it's about building lasting relationships between customers and brands through powerful, useful, and usable online products and services. ”

Select Clients

Over the years we've had the privilege of working with some of Australia's most respected brands and organisations.

Australian International Movie Convention
Australian Medical Association (QLD)
Australian Medical Association (VIC)
Australian Post-Tel Institute
Arrow Energy
Arthritis Queensland
Ausenco
Centre for Military & Veteran Health
Cancer Council
Cardno

Guide Dogs
General Practice Queensland
Griffith University
Hawaiian Airlines
Heritage Building Society
Insure4Less
LAN Airlines
LaTrobe University
Lexus of Brisbane
Locksmiths' Supply Company

Limebridge
MEO Australia
National Seniors Australia
OzCare
QLD University of Technology
QLD Institute of Medical Research
Raine & Horne
SunWater
Richmond Valley Council
Southern Health

SunWater
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Southern Health
Supanews
Endeavour Foundation
Toyota South Pacific
Transfield Services
University of Queensland
Wesley Mission Brisbane
Vale Mining

Capabilities

We build lasting relationships between customers and brands through powerful, useful, and usable online products and services.

Strategy and Planning

Requirements Analysis
Strategic Roadmaps and Frameworks
Market Research
Competitor Analysis
Accessibility and Usability Analysis
Establishment of Key Messages
Development of User Engagement Models

Infrastructure

Dedicated and Managed server hosting
Shared Web Hosting
Dedicated eCommerce Hosting
System Administration
Server Specification and Building
Server and Website Security Analysis
Benchmarking and Testing

Design

Website Design
Software Interface Design
Storyboarding and Wire-Framing
Corporate Identity Design
Icon Design
Newsletter Design
Walkthroughs and Virtual Tours

Online Marketing

Website Analytics
Search Engine Optimisation (SEO)
Search Engine Marketing (SEM)
Pay Per Click Advertising (PPC)
Online Reputation Management
Sales Conversion Optimisation
Google Maps Optimisation

Technology

Open Source (PHP, MySQL)
Microsoft .NET, SharePoint
Perl and Python
Flash and ActionScript
XHTML and CSS
Ajax, DHTML, JavaScript
Mobile Applications

Project Management

SCRUM Methodology
Kaizen Methodology
Project Scoping
Project Monitoring
WIP and Status Updates
Risk Assessments
Quality Assurance

Products



Brightlabs creates powerful, scalable and modular software that is easy to use.

Our product suite includes:

Content Management
Newsletter Management
Membership Management
Training Management

Offices

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