



We are thrilled to be considered for your next project.

Our priority is to create a website that achieves your strategic goals, while at the same time communicating what makes you or your brand unique, special, and different. Your answers to the following questions will help us estimate the size, scope, and nature of your website, as well as help you think through what it is exactly you would like to create.

Part I - General information

- Who's the primary contact for this project?
 - Please include name, email, and phone.
- Do you have an ideal date for website launch? Are there outside considerations that might affect the timeline (e.g. product launches, studio openings)?

Part II - What are the goals

- Please tell us about the range of work you do, the products you sell, the services you offer, or the content you create.
- Describe the ideal visitor to your website. Consumers or other businesses? Fashion-forward or more conservative? High-end or budget? Local to you or far-flung? Young or older?
- When your ideal visitor arrives, what frame of mind are they in? Seeking information? Ready to purchase, sign-up, or get in touch?
- If your ideal visitor visited your website, what would you want them to do before they left? Contact you? Book an appointment? Make a purchase? Subscribe to your newsletter?
- Which social media channels (if any) do you think your ideal visitor spends time on? Are you using Social Media to market to your prospects and customers?

- Are you an expert in your field? Do you ever write about your industry?

Part III - Design preferences

- Give us the lay of the land. Tell us about your industry and how you fit into it. Newcomer or established? Local, regional, or national? Artisanal or mass market?
- What brands and/or individuals do you consider competition?
- What brands and/or individuals would you consider to be design inspiration?
- What makes you or your business unique/special/different?

Part IV - Technical information

- Do you already have an existing website or domain?
- Will anyone else, such as partners or employees, need administrative access to the website?
- Will you be able to provide assets for your website? This would include: all copy (bios, headlines, products, about pages, etc.) images, and a logo or other branding.

Part V - Over to you

Anything else you'd like to tell us about this project?