



Louder Than Words Design

# WEBSITE PROJECT WORKSHEET

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Your Online Presence

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Below you will find a questionnaire which is the first stage of logo development at Louder Than Words Design, LLC. It is meant to help gather information for your quote and for furthering the design and development process.

To fill in this document, you will need Adobe Acrobat 5 or upwards. Get the latest version of this product here: <http://get.adobe.com/reader/>

# THE BASICS

By answering these questions, you will help me craft an estimate that meets your needs. I've got questions and you've got answers. So, lets get started...

**Business Name:**

**Do you have an existing website?**

Yes, the URL is:

No

**If this is a site re-design of your existing site, please describe the things you don't like and wish to see corrected.**

**Describe what services/products your company offers.**

**Describe the typical client that uses your services or describe your target audience.**

# THE DESIGN

**Describe the look and feel you desire for your new website.** *(Check all that apply)*

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Strict, corporate        | <input type="checkbox"/> Colorful, energetic | <input type="checkbox"/> Modern, sleek        |
| <input type="checkbox"/> Unconventional, informal | <input type="checkbox"/> Calm, Peaceful      | <input type="checkbox"/> Fun, playful         |
| <input type="checkbox"/> Sophisticated, scholarly | <input type="checkbox"/> Detailed, elaborate | <input type="checkbox"/> Vintage, retro       |
| <input type="checkbox"/> Cutting-edge, futuristic | <input type="checkbox"/> Simple, minimalist  | <input type="checkbox"/> Trendy, fashionable  |
| <input type="checkbox"/> Natural, organic, earthy | <input type="checkbox"/> Bold, strong        | <input type="checkbox"/> Inspiring, emotional |
| <input type="checkbox"/> Friendly, sociable       | <input type="checkbox"/> Rural, rustic       | <input type="checkbox"/> Prestigious, elegant |

Other

**Please list 3-5 websites that you like and explain why.**

**What is the approximate number of pages you estimate for your site, and what will be the title of the pages?**

**Please check types of functionality features desired for your new website.**

- |   |   |
|---|---|
| <input type="checkbox"/> E-newsletter Sign-up Integration | <input type="checkbox"/> Media Gallery (photo/video)        |
| <input type="checkbox"/> Social Media Integration         | <input type="checkbox"/> Homepage Slideshow                 |
| <input type="checkbox"/> Contact Form                     | <input type="checkbox"/> Light Box Pop-Ups                  |
| <input type="checkbox"/> Blog                             | <input type="checkbox"/> Basic Shopping Cart through PayPal |
| <input type="checkbox"/> Sign-up/Register Form            |   |

**Will you be needing a content-management system?**

*(Program allows you to edit and modify your website content yourself from a user interface.)*

- No       Yes

**Is there a specific end date the project is to be completed by?**

*(e.g. tradeshow, product launch, end of year budget)*

# ADDITIONS

Every project is unique. Here is your chance to add any extra information or additional comments you think will be helpful.

# PRESTO!

## YOU'RE ALL DONE.

Thank you for your time on this. Please save this document and email the completed worksheet back to [heather@louderthanwordsdesign.com](mailto:heather@louderthanwordsdesign.com). From there, I will review your information and send you an estimate on your website project!

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*If you have any questions, please do not hesitate to contact me.  
[heather@louderthanwordsdesign.com](mailto:heather@louderthanwordsdesign.com)  
(352) 223.2133*

*If you have any additional materials to send,  
please attach these to your email.*