

Cheryl Richards, Graphic Designer
126 First Place #1 Brooklyn, NY 11231 / 347.526.6557
cherylr@ohyeahloveit.com / www.ohyeahloveit.com

WEBSITE DESIGN – PROJECT INFORMATION FORM

Name and contact information:

Who is involved in making decisions about this website?

Do you have a website already?

If so, what is your web address?

What do you like/dislike about your current site?

If you don't have a website yet, have you already purchased a domain name and hosting package?

Who is your target audience?

Who is your competition?

Please list a few websites you really like and let me know what you like about them.

Please list a few websites that you really dislike and let me know what you dislike about them:

Please give me some adjectives that describe the desired look and feel of your website (ie professional, fun, clean, sleek, mysterious, etc.)

Do you already have a logo and/or other printed materials? (if so, please attach)

Do you already have images and photographs that you want to use on your site? If so, approximately how many? Do your images need to be edited, cropped or resized?

Are there colors you particularly like/dislike?

How many pages do anticipate that your site will have?
(please attach a site map if you have one)

Beyond the basics, what, if any, extras do you need on your site?
(video and audio, password protected sections, blog, e-commerce, contact form, etc.)

Once your site is designed and uploaded, do you want to be able to edit your website yourself?

What is your target date for launching your site?

Anything else you'd like me to know?

How I Like to Work - Websites

Before I can give you a project estimate, I'll need to know some details about your website's content and the look and feel you're going for. After I have some more information about your site, I'll give you a project estimate. Websites for individuals, artists, and small businesses generally cost anywhere between \$500 and \$2,500, depending on the amount of content and type of content you wish to include.

Once we've decided to work together, I will create three to five initial design drafts for your review. If you don't like any of the initial design directions, I will create up to three additional options. Two rounds of options are usually enough to come up with a direction that my clients are happy with. With your feedback, I will then refine the agreed-upon design and create the final versions of each page.

I require 25% of the project's total estimate cost up front before starting any work. The remainder is due upon completion of the project.

I also request that most of your site's content is completed before beginning the design process. This ensures that the structure of the site is clearly defined before I begin actually building the site. It's easy to add and edit content, but reorganizing the site's structure can be very time consuming. Providing your content up front also prevents those horrible "coming soon" pages that can make your site look unfinished and unprofessional.