# ALLEY SQUASH CO.

## Website Design & Launch

Design a simple, modern website in WIX or Squarespace that coordinates with developed logo suite and style guide (*2-3 weeks*).

- Client will provide all text/copy for inclusion in the website;
- Client will provide any high resolution, photography available;
- Alley Squash will suggest 1-3 template options from WIX or Squarespace that best meet client's needs. Client will choose one template to move forward with;
- Client will create account and invite Alley Squash as an admin;
- Alley Squash will meet with client to review draft website once all information has been uploaded;
- Before final site can be published, client must upgrade from free account to a paid hosting plan;
- Alley Squash and client will schedule a one hour meeting to review backend for client's ongoing maintenance.

**Packages**

- **Basic**: 1-3 page website to include all supporting graphics, help with image selection, domain purchase, and launch. Starting at $1,500.
- **Advanced**: 3+ page website to include supporting graphics, help with image selection, domain purchase, and launch. May include post-launch tutorial or maintenance hours. Starting at $3,500.

## Client Survey: Website Design

Please provide brief answers to the following questions, as they are relevant to your business.

### About Your Company

1. Business name and date it was established
2. What is your mission statement or one sentence describing your business?
3. What services or products to you provide?
4. Who are your main competitors? How are you different?

### About Your Target Audience

1. Describe the ideal visitor to your website.
   - What is their age group/gender/socioeconomic status?
   - How do most of your clients/customers find out about your company?
   - What social media channels does your ideal visitor spend time on? Are you already interacting with your target client/audience on these channels?
2. If you ideal visitor stopped by your website, what would you want them to take away?

### Defining Characteristics

1. Are you an expert in your field? Do you ever write about your industry?
2. Do you currently have a logo? Is this something you want to create for the website?
3. Which is a better fit for your brand:
   A. Traditional or Modern
   B. Friendly or Corporate
   C. High-end or Cost-Effective

### Design Preferences

1. What colors / color palette do you like and why?
2. Do you have any fonts you want me to consider?
3. What brands and/or individuals would you consider to be design inspiration?
4. Is there anything not listed here that inspires you?

### Logistics

1. Name, email and phone number of primary contact
2. Do you have an ideal date for website launch?
3. Do you have an existing domain?
4. What assets do you have available for your website?
   - Copy (bios, headlines, about the firm)
   - Images
   - Graphics