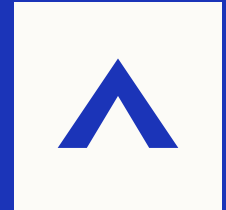


BEFORE OUR FREE 30 MINUTES



Website Project Brief

Fill this out before we talk. It takes about twenty minutes, and none of it requires you to know anything about web design.

How to use it

- 01 Type directly into the boxes in Acrobat, Preview, or any PDF reader, then save.
- 02 Skip anything you cannot answer. A blank is useful information too.
- 03 Rough and honest beats polished. This is a working document, not a test.
- 04 Email it back and we will use the free half hour on decisions, not basics.



Stuart Nelsen

W E B D E S I G N & B R A N D I N G

Stuart.nelsen0101@gmail.com · stuartnelsen.online

Prepared for:

Date:

**Finish this sentence.**

If you can only fill one thing on this form fill this one

This site exists so that

can

What is the business or project called?**In a paragraph, what do you do and who do you do it for?**

Plain words. Pretend you are telling a neighbor.

Who is the one person you most want to reach?

Age, situation, what they are worried about, where they already look for you.

Right now, what happens when someone wants to find or hire you?

Be honest if the answer is "nothing" or "they call my cell."



Three websites you like. Any industry.

The second column matters more than the first.

WEBSITE ADDRESS

WHAT YOU LIKE ABOUT IT

One website you dislike, and why.

Circle the palettes you are drawn to. Pick as many as you like.

☐


Deep navy and white

☐


Black, white, one bright accent

☐

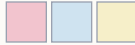

Warm clay and sand

☐


Forest green and cream

☐


Cobalt and black

☐


Soft pastel

☐


Charcoal and grey

☐


Bold primaries

Mark where the site should sit.

Formal

☐ ☐ ☐ ☐ ☐

Casual

Minimal

☐ ☐ ☐ ☐ ☐

Detailed

Classic

☐ ☐ ☐ ☐ ☐

Modern

Calm

☐ ☐ ☐ ☐ ☐

Bold

Corporate

☐ ☐ ☐ ☐ ☐

Handmade



Check everything you can put your hands on today.

- | | |
|---|---|
| ☐ Logo file (the original, not a screenshot) | ☐ Photos of your work |
| ☐ Photos of you or your team | ☐ Written descriptions of what you offer |
| ☐ Price list, menu, or service list | ☐ Testimonials or reviews |
| ☐ Hours, address, service area | ☐ Social media accounts |
| ☐ A domain name you already own | ☐ An existing website to replace |

What is missing, and who is going to make it?

Photos and written copy are the usual holdup. Say so now and we plan for it.

How many pages do you picture? What are they called?

Guess. Most small sites need three to five.

Is there anything the site must do besides sit there?

- | | |
|--|---|
| ☐ Take bookings or appointments | ☐ Sell something online |
| ☐ Collect emails for a list | ☐ Show a calendar of events |
| ☐ Host a blog or news page | ☐ Accept file or form uploads |
| ☐ Show a photo gallery | ☐ Work in more than one language |



How do people find you today?

- | | |
|---|---|
| ☐ Word of mouth | ☐ Facebook |
| ☐ Instagram | ☐ Google search |
| ☐ Print, flyers, signage | ☐ Events, markets, fairs |
| ☐ Referral partners | ☐ They mostly do not |

When someone lands on the site, what is the one thing they should do?

One. If everything is important, nothing is.

- ☐ Call ☐ Email ☐ Book ☐ Buy ☐ Sign up ☐ Just learn

Something else:

If this site works, what number changes?

Calls a week, bookings a month, emails, walk-ins. Name the number and where it is now.

Name two competitors or peers. What do they do better than you online?

What do you want people to feel in the first five seconds?



Do you own a domain name?

☐ Yes, I own it ☐ Not yet ☐ Not sure

If yes, what is it:

Who holds the logins today?

Domain, hosting, email, social. If the answer is "my nephew," write that.

Is there a date this needs to be live, and what is driving it?

Which of these are you after? Prices are on the last page.

☐ Website build ☐ Logo and branding only ☐ Both ☐ Not sure yet

After it launches, who keeps it up to date?

☐ I want to learn to do it myself ☐ I want you to maintain it ☐ Undecided

Anything else I should know before we talk?



Last page. Then send it back and we will book the half hour.

YOUR NAME

BUSINESS NAME

EMAIL

PHONE

CITY

BEST TIME TO CALL

How would you rather work?

☐ In person ☐ Video call ☐ Phone ☐ Email only

What things cost

Website design and build

\$1,250

Start to finish. You own the domain, the files, and the accounts.

Logo and branding

\$250

Add it to a build, or order it on its own.

Updates and maintenance

\$50 / month

I handle changes, backups, and keeping it current. Cancel anytime.

One-on-one coaching

\$50 / hour

One hour minimum. We build side by side, on your own site, at your pace.

Packages: bundle a build, a logo, and coaching sessions for less than the pieces cost apart.

Send it back and pick a time.

Email the saved file to the address below. The first thirty minutes are free and there is nothing to sign.

Stuart.nelsen0101@gmail.com

stuartnelsen.online

You own the domain, the accounts, and the finished site. Always.