



Project Questionnaire

Websites · Logos · Business cards · Flyers

Thanks for your interest! Fill out the sections that apply to you and skip the rest. You can type right into this PDF (open it in Adobe Reader or Preview), or print it and write by hand. When you're done, save it and email it to isaacgonzalezfs@gmail.com. I'll reach out by phone or email within one business day.

1

About you

Your name

Business name

Phone

Email

Best way to reach you

☐ Phone call

☐ Text

☐ Email

Current website (if any)

Instagram / Facebook / other socials

2

What do you need?

Check everything you're interested in.

☐ A new website from scratch

☐ Upgrade / redesign my current website

☐ A logo

☐ Business cards

☐ Flyers or door hangers

☐ Social media graphics

Other:



3

About your business

This helps me design something that fits you, not a template.

What does your business do? What products or services do you offer?

Who are your customers? (homeowners, other businesses, a certain age group, etc.)

Where do you serve customers? (cities / online)

How long have you been in business?

What makes you different from your competitors?

4

Goals & results

What should your new website or brand do for you?

I want to...

- | | | |
|---|---|--|
| ☐ Get more phone calls | ☐ Get more quote requests | ☐ Let people book online |
| ☐ Look more professional | ☐ Show photos of my work | ☐ Get found on Google |
| ☐ Sell products online | ☐ Share reviews & testimonials | ☐ Explain my services clearly |

Other:

What would success look like 6 months from now? (example: 10 new leads a week)



5

New website from scratch

Skip this section if you don't need a new website.

Pages you'd like

- | | | |
|--|----------------------------------|-----------------------------------|
| ☐ Home | ☐ About | ☐ Services |
| ☐ Gallery / portfolio | ☐ Reviews | ☐ FAQ |
| ☐ Contact | ☐ Booking | ☐ Careers |

Other:

Features you'd like

- | | | |
|--|--|---|
| ☐ Quote / estimate form | ☐ Photo uploads in the form | ☐ Online booking |
| ☐ English & Spanish | ☐ Google reviews section | ☐ Service-area map |
| ☐ Click-to-call button | ☐ Before & after slider | ☐ Animations & glass effects |

Other:

What do you already have?

- | | | |
|--|--|--|
| ☐ A logo | ☐ Photos of my work | ☐ Text for the site |
| ☐ A domain name | ☐ Hosting | ☐ None yet |

Domain you own or want (example: mybusiness.com)

6

Upgrading your current website

Skip this section if you don't have a website yet.

Current website address

What is it built with? (if you know)

What do you like about your current site?

What don't you like? What isn't working? (slow, outdated, no leads, hard to update...)



Anything that must stay the same? (logo, colors, pages, text)

7

Logo

Name exactly as it should appear

Tagline or slogan (optional)

Style words that fit your brand

- | | | |
|----------------------------------|-----------------------------------|----------------------------------|
| ☐ Bold | ☐ Modern | ☐ Classic |
| ☐ Playful | ☐ Luxury | ☐ Minimal |
| ☐ Edgy | ☐ Friendly | ☐ Techy |

Colors you like

Colors to avoid

Logos you like (any brand) and why

8

Business cards

What should go on the card?

- | | | |
|---------------------------------------|---|--|
| ☐ Name | ☐ Job title | ☐ Phone |
| ☐ Email | ☐ Website | ☐ Address |
| ☐ Social media | ☐ QR code to my site | ☐ QR code to my reviews |

Sides

- | | | |
|------------------------------------|------------------------------------|-----------------------------------|
| ☐ One-sided | ☐ Two-sided | ☐ Not sure |
|------------------------------------|------------------------------------|-----------------------------------|

Names / titles for each card (if more than one person)



9

Flyers

What is the flyer for? (promo, grand opening, seasonal deal, etc.)

Size

- ☐ Letter 8.5 x 11 ☐ Half letter 5.5 x 8.5 ☐ Door hanger
☐ Social media post ☐ Not sure

Main offer or headline

What should people do? (call, scan QR, visit)

10

Style & inspiration

Websites or brands you love the look of (links are great)

The feel you want

- ☐ Dark & bold ☐ Clean & bright ☐ Warm & friendly
☐ Luxury & elegant ☐ Fun & colorful ☐ Not sure, surprise me

11

Timeline & budget

When do you need it?

Any hard deadline? (event, opening)

Budget range

- ☐ Under \$500 ☐ \$500 to \$1,000 ☐ \$1,000 to \$2,500
☐ \$2,500+ ☐ Not sure yet



12

Anything else?

Questions, ideas, or anything else I should know

Thank you! Save this PDF and email it to isaacgonzalezfs@gmail.com. I'll be in touch within one business day.