Client: Lynda Flynn / Willows Nest

URL: lyndaflynn.com

Platform: Squarespace

1. Style – What words/ phrases represent your companies style?
2. Palette- What colors are representative of your company? If you have PMS, CMYK or RBG color values, please list them.
3. Fonts: Are there specific fonts or types of fonts that you prefer to use?
4. Please list two websites that that are representative of the look/feel you’d like to accomplish with your website. And what do you like about those websites?
5. Are there any things that you DON’T like on websites?
6. Are there any competitors that you think market themselves well??
7. Pages: Below are the pages that we discussed including in our initial deign meeting. Are there any other pages that you’d like to include?
   * + 1. Phase 1 launch:
          1. Home Page
          2. Testimonials
          3. Bio
          4. Events
          5. Services
          6. Instagram Feed
       2. Phase 2- Additions after launch
          1. Customer Experience
          2. Blog
          3. Videos
          4. Awards
       3. Additional pages not listed above:
8. High Quality Photography:
   1. Do you have a quality photo library? Or do you need me to take photos for the website? Or shall we look in to stock photos?
9. Messaging: What are the main messages that you would like to convey on this website?
   * + 1. That shopping with Lynda Flynn is a personal shopping/styling experience
10. What is your general business information?
    * + 1. Company Tagline
        2. Company Phone Number
        3. Company Email: [info@lyndaflynn.com](mailto:info@lyndaflynn.com)
        4. Address:
        5. Business Hours:
        6. Facebook URL
        7. Instagram URL: