Web Design Process

1. **Initial Meeting (1-3 Hours)**
   a. Interview/discovery process (in person, on the phone, via e-mail)
      i. Tell us about you or your business (complete questionnaire)
         1. Contact information
         2. What it is that you do.
         3. Explain your brand if you have one.
            a. Favicon, logo, branding guidelines.
      ii. Let us know what you will provide (send everything to us as quickly as possible or let us know if you would like us to provide it for you).
         1. Copywriting (send us all of your copy)
            a. We will write very basic copy for free unless you would like us to write your copy for you.
         2. Custom Photography (send us full resolution copies & copyright release document(s) if taken by a professional photographer).
         3. Logos (send us vectorized logos or high resolution images)
         4. Stock Images/Photography (send us the images and a copy of the license/receipt to use it)
            a. We will purchase/use stock images and photography if you do not provide us with them.
         5. Branding (provide us with your guidelines, colors, typeface, etc.)
         6. Domain Name (please provide us with your domain name)
            a. Pick one that isn't in use if you haven't purchased one.
         7. Hosting (we'll need your login information if you have already purchased hosting)
         8. Social Media (send us links to your social media)
         9. Mission statement (send us a copy)
   b. Select a design/look of your website
   c. Outline Site Map
      i. Tell us how many pages you need
      ii. Tell us which pages you need
         1. About
         2. Contact page
            a. Contact form
         3. Home
         4. Blog
         5. Our Services
         6. Our Products
         7. Direction

8. Other

2. **50% Deposit**
    a. We accept all major credit cards, check, paypal, and cash.
        i. Part of this deposit will be used to purchase hosting and domain name for 1 year unless you have purchased a domain name and hosting already (simply provide us with your login information if you have purchased both items already).
        ii. Purchase of a premium wordpress theme if you decide to create a premium blog or want a CMS based website.

3. **Setup Hosting (1.5 hours)**
    a. Registration
    b. Setup Cpanel
    c. Payment to host for 1 year of service

4. **Purchase Domain Name (0.5 hour)**
    a. Registration
    b. Payment for 1 year of use

5. **Email Setup (2 accounts included) (1.5 Hours)**
    a. Linking accounts: we prefer linking your account to a gmail account because of its features and mobile access (great for google analytics & youtube).
        i. Create a gmail account
        ii. Provide us with one or two existing gmail account
    b. Select your e-mail addresses
        i. YourName@mywebsite.com or contact@yourwebsite.com
    c. Setup E-mail accounts
        i. Forwarding
        ii. Alias
        iii. Etc.
    d. Test e-mail accounts

6. **Setup of Website or installation of Wordpress Theme (1 Hour)**
    a. Setup Account login if CMS
        i. Custom websites should be maintained/updated by us or someone equally as capable. However, CMS base websites can be maintained by you or an employee.

7. **Customizing Website or Theme (5 - 10 Hours)**
    a. Adding/Customizing/Adjusting your Website
        i. Adding Logo
            1. Logo design service available.
        ii. Adding Copy
            1. Copywriting service available.
        iii. Adding Graphics/Images
            1. Graphic design service available
        iv. Adding Photography

1. Photography service available.
   v. Adding Links

8. **Testing/Troubleshooting Website (1 - 2 Hours)**
   a. Verify that all links are working.
   b. Verify that loading speeds are acceptable.
   c. Verify that contact forms are working
   d. Verify that all images are loading
   e. Verify that all other features functioning

9. **Refining Website (1 - 2 Hours)**
   a. Making adjustments based on client's feedback for final delivery of the site

10. **Delivery of login information Upon Final Payment**
    a. Final invoice
       i. Adjusted invoice if work was added during the website building process.
    b. Delivery of user login information, passwords, and other vital information to access your hosting and website.

Additional Premium Options:

- Additional Pages ($50 per page)
- Custom Photography + Editing ($60 per hour)
- Custom Images/graphics ($60 per hour)
- Copywriting ($60 per hour)
- Content Writing ($30 per hour)
- Advanced Website Features ($30 - $2,000+)
- Logo Design ($200 - $900+)
- E-commerce ($185 - $700+)
- Premium Wordpress Themes ($60 -$150)
  - Advanced Plugins
- Custom layouts & design ($200 - $900+)
  - Photoshop mockup required
- Hosting Website on a test URL ($120)
  - Transferring files or repointing domain name upon final approval.
- Mobile Version of Site ($30 per hour)
- SEO ($30 per hour)
- Other (let us know what you are looking for)