

### **1. First Interview**

We will spend 30 minutes to 1 hour with you, getting to know your business and your web site requirements. We will also discuss possible domain names for your site.

### **2. Register Domain Name**

You can search for available domains and request that we register one for you. Please let us register this for you. If you register with another provider, we cannot help you with email or DNS problems. We really do want to be of service to you in every way possible. If you have already registered your domain, have no fear - we can handle the transfer for you. We can set up your email accounts right away so you can begin using your personal domain name.

### **3. The Estimate**

After the first interview, we will take the information you have provided to provide a quote for your design. We may need to call you with follow-up questions, but we promise to deliver a quote within two business days.

### **4. Estimate Approved**

Once you approve the quote, we go to work for you! If you are interviewing multiple designers, please give us one more opportunity to discuss our services with you before making a final decision. Some designers may be willing to shave money off someone else's quote, but that does not mean you are getting the same service and expertise.

### **5. Retainer**

We ask for a 25% retainer before starting your design.

### **6. Gather Information**

We will need to gather as much information as possible, including pictures, brochures, and promotional information as soon as possible. We can take pictures for you, if needed. The pictures often help us in the creative process as we begin the design.

### **7. Design Presented**

Depending on your needs and creative ideas, we will present you with up to 3 design possibilities within 2 weeks (or sooner, if needed). Tell us which design you like best, and we will begin the rough draft. At this stage, we need as much feedback as possible if you feel the design needs to be changed in any way (color scheme, layout, etc). Once we move forward with the production of the site, making changes can be time consuming and difficult.

### **8. Rough Draft**

A rough draft can be presented in as little as 2 weeks after design approval or longer, depending on your time requirements. Gathering the information necessary to go on the site is often the time bottleneck. If you can gather your data early in the process, we can create your site much faster. Most rough drafts take 4-6 weeks as the customer gathers information and takes the necessary pictures.

### **9. Rough Draft Approved**

You will approve the rough draft and give us feedback on wording or text errors. If you do not feel the site meets with your approval at this point, we will schedule a second interview to determine where we have gone wrong. It is very important to us to iron out any problems or issues you may have at this stage. We want to make sure you are excited about the final product.

### **10. Gather Final Information**

You will gather and supply the remaining information necessary to complete all remaining pages. If we can help in any way, we are glad to do so. We are great editors, but it is important to remember that you know your business best and can describe the products and services better than we can.

### **11. Final Draft Presented**

The final draft can usually be presented as soon as the final information is provided. This is the "clean up" phase.

### **12. You Approve the Site**

Once you approve the site, we will make it "go live" on your domain and send the final bill. You will have 30 days to review the site for spelling or grammatical errors or other minor changes, at no charge.

### **13. Updating**

Keeping your website up-to-date can be important to your web guests. For only \$60 an hour, we can help you with that. Please talk to us about how we can meet your needs.