

# Introduction Packet

*The desire to create is one of the deepest  
yearnings of the human soul.”  
-- Dieter F. Uchtdorf*

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# What's Included

A professional-looking, impressive, and mobile-responsive website custom designed to promote your products and services and attract more clients or customers. It will be built using WordPress. Whatever you decide, you'll end up with a fast, stable website that's easy to navigate and easy to update!

I'll also include my recommended tools to help backup and secure your site, as well as a few I've found that make updating your site easier.

We'll schedule a strategy session in person or via phone or Skype, to nail down all your needs and your client's needs and get us both 100% on the same page. After the project begins, we'll have meetings every other week to review what's been done so far, and where we're going next.

## Inclusions

- » Mobile-responsive design tested in IE, Firefox, Chrome, and Safari
- » Recommended plugin installation and configuration
- » Navigation Menu above or below header with drop downs
- » Menu/navigation organization and strategy
- » 5-page templates (home, full-width, right sidebar, left sidebar, sales page)
- » 3-Column footer
- » Social share buttons on blog posts
- » Insertion and formatting of inner pages (About, Services, Contact, etc.)
- » Contact form
- » Under-header opt-in (newsletter sign-up, buy my book, schedule a phone call, etc...)
- » Google Analytics integration plugin
- » Site Security plugins
- » Automated Backup Software

Please feel free to ask me about other special features!

Note: This website design and development does not include any font, image, or premium plugin licenses. I can help you determine which premium plug-ins you'll need to purchase to get the functionality we'll be outlining in our strategy session and can also recommend free alternatives when available (such as using free Google Fonts).

# What I Ask From You

Thing(s) I Need	Description
<b>Inspiration Links</b>	I need to see what inspires you! Please send at least 3 links to web sites that inspire you. I'll send you my Website Planning Guide to help you with the basics of page design and layout, so you'll know what you're looking at when viewing other sites.
<b>Your Branding Information</b>	If you have branding in place, I will need a copy of your branding guidelines and your logo. If you need a logo, I can recommend a wonderful local designer.
<b>Answers to some questions</b>	I'll send you my Website questionnaire to get an in-depth look at your business, so I can strategically plan your site. (I will be happy to walk through it with you if needed).
<b>Content</b>	To build your website properly, I'll need your content before coding begins, and preferably sooner. This includes text copy and any images you wish to use. Having this information earlier in the process will help me focus the design on your content and highlight all the important aspects to funnel visitors where you want them to go. I will share a folder with you through Dropbox where all your site content can be stored in one place.

# Processes and Timeline

Week	Description
<b>1-2 Months Before Project Begins</b>	Pick a desired start date and make a down payment to get on the schedule. We'll have a strategy session to determine the goals and features of your website.
<b>Week 1</b>	You'll share your vision through the completed Website questionnaire. All content is ready (or the great majority). I'll start outlining the site and create a Photoshop mockup of the proposed design.
<b>Week 2</b>	I'll send you two mockups. You'll provide feedback and choose one of the mockups (or a combination of elements from both).
<b>Week 3</b>	I'll tweak the mockup based on your feedback. You'll answer any questions I have as I tweak the design.
<b>Week 4</b>	You'll give approval on the design/mockup. I'll start developing the design into a website.
<b>Week 5</b>	I'll continue developing the design You'll wait and answer any questions I have as I work my magic.
<b>Week 6</b>	I'll unveil the site to you for review. You'll review the site and provide feedback.
<b>Week 7</b>	I'll tweak the site based on your feedback. You'll sign off on the site.
<b>Week 8</b>	You make final payment. I'll launch the site on your server.

# Payment Schedule

## Payment Schedule

- » 50% of projected\* project cost due at signing of contract, before work begins and to secure your spot on my schedule
- » 25% of projected project cost due at mockup design approval
- » 25% of projected project cost due before the website launches

100% of additional costs (fonts, images, licenses, and anything we've added to the project) due before website launch

If the project is cancelled by either of us before completion, you will owe payment based on the amount of work completed. For example, if the work is 75% complete, you will owe 75% of the projected cost, as well as 100% of any additional costs for licenses or work completed.

Projected costs are simply that, projected. Your quote is based on the scope of work at the beginning of the project, as well as the timeline outlined. If you wish to add or change the scope of work, and if the timeline changes due to these changes or additions (or lack of response on your part), these costs will be billed as additional and must be paid before website launch.

## Cancellations

Sometimes things just simply don't go the way we expect them to. If, at some point, either of us decides our working relationship is failing, then we can submit the desire to part ways in writing and payment for all work completed at that point will be due. For example, if the website is 75% complete, you will be billed for 75% of the total project cost, and 100% of any additional expenses must be reimbursed.

While you will occasionally catch me answering emails after hours, I generally don't work outside of my business hours or on weekends. During your project we will primarily use email or a web-based project management meeting place to communicate and share files. This helps me keep everything organized and in one place.

# FAQs

Question	Answer
<b>How long will my website take to build?</b>	<p>It depends on a few factors: schedule openings, complexity, and your response time. Most website builds are scheduled to begin approximately two months after first contact. This allows time for you to complete any text copy, take any new photos, and do the homework required for me to create your site. The complexity of your website is another factor, while some sites can be completed in as little as a month, others (especially e commerce or membership sites) can take as long as three to four months to fully plan and construct. I'll give you a better timeline quote during our strategy session. The final factor is your response time. During the project you will need to respond as quickly as possible to my questions and provide feedback. Delays in your responses will result in a delay in the launch of the website and may increase the overall cost of the project. If you have any vacations or offline time planned during the time we're supposed to be working on your website, please let me know before you sign the contract so I may alter the timeline accordingly.</p>
<b>How much will my website cost?</b>	<p>In general, most custom websites start at USD 1,000 and go up in price based on a few factors: complexity, scope, and timeline. More complex sites cost more money as there is more work and knowledge involved in building them. Complexity also applies to strategy—a design that looks simple for a site that has a complex sales funnel costs more than a site with no sales funnel. The scope of work also affects the overall price. The price quoted at the beginning of the project may not be the final price as changes to the scope of work (adding, removing, or changing features) may result in the final project cost changing. Finally, the timeline affects the price. The price quoted is based in part on the amount of time I believe the project will take to complete. Delays due to failure on your part to provide content or feedback may result in a “holding fee” for each week the project extends past the timeline. If you have a tight deadline, a “rush fee” may be charged to complete the project in time.</p>

# FAQs (continued)

Question	Answer
<b>What's your policy for Domain and Hosting?</b>	You are going to pay for your own domain and site hosting. Domain names run from \$10-15 per year. You will need to renew this each year to keep it yours. You can currently buy domain name at Namecheap.com for even less. Hosting is another service that you need to pay as well. I would recommend Siteground for your hosting and domain name registration because of their customer service.
<b>What do I need backups for?</b>	Backups are very important! Although we try to protect our websites as best as possible, things still happen. Hackers, brute force attacks, unsafe passwords, things happen. I do my best to protect your website from all of that but as another method of protection. I keep backups. This helps me recover your site from a previous date if something does happen to it.
<b>Where do you store my backups?</b>	I will keep your backups stored locally on my computer in a secure location. I also pay for a premium security software for my machines. Your backups are in a safe place! No need to worry about where to store them!
<b>What do I need security for?</b>	This list could be very lengthy! Most importantly, you want your website to be secure for your users to enter their information. Some users may not visit if your site is not secure.
<b>How do I provide my content?</b>	You can provide your content via email, Google Drive or simply through your old website. If you need help with this, let me know! I can help! Where can I get my pictures? If you don't have pictures of your own, then you can get free or paid stock photos online. My favorite sites for this are pexels.com, pixabay.com or unsplash.com. If you need help with this, I can help!
<b>How many revisions do I get?</b>	If you don't like your first version of your website, that's ok! I will work with you to get it to what you want! I will provide up to 2 revisions to your site after I finish the project.