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THE STEPS

website design and construction

Designing each website is a **unique process**, but following consistent steps makes it easier for client and designer to understand each other from the start. What follows is a list of the steps we will follow with you from the beginning to end of your website design and construction process.

Step 1: Estimate

In order to receive an accurate estimate, you must first clearly identify the short-term and long-term goals your website should meet. To initiate this process we usually schedule an in-person meeting, during which a discussion of your needs will take place. We then draw up an estimate based on our understanding of those needs. It is not necessary to decide on the precise text and images that will appear on each page to receive an estimate, but it is important to finalize the overall scope of the project.

After we feel we understand the functions your website will need to perform, we we will provide an estimate. You will sign the estimate and accept our Terms of Service Agreement. We will collect a 50% or \$100 deposit at this time. This will complete Step 1.

The estimate may be expanded at any time at your request, and additional features and services added during construction will appear on the final invoice.

Step 2: Graphic Design

The graphic design of a website is the most important and complex part of website construction. After Step 1 is complete, we will launch a test site designed based on any guidelines you have given us. One page will be designed for each custom-layout specified in your estimate. You can view the site online and provide feedback, and we will make changes according to your wishes.

Once you are satisfied with the overall appearance of the test site, Step 2 will be complete.

Step 3: Content

After the look of the website has been agreed upon, we will insert your copy into the test website. Copy consists of digital text and images to fill in the blank pages.

PLEASE NOTE: *Although we will fix any typos we notice during site construction, editing and technical writing are not part of the website design process. You are solely responsible for all content needed for inclusion on the website. You must own the copyright to all text and images provided. If you need help with copy, please let us know early on. We know some excellent professional writers and photographers who will happily work with you on this important step.*

The version of text you provide for publication must be finalized and saved in a digital format before you give it to us. This means your content needs to be well-organized and proof-read prior to this step. If you request we make changes to text once it has been added to the test site, this will incur an editing fee.

Once all the pages have been filled with content and you are satisfied with the appearance of each page, Step 3 is complete.

Step 4: Payment and Launch

After you are satisfied with the appearance of each page on the website, the final balance will be paid and we will launch the website on your own server for all the world to see!

At this point, the website is finished. Although minor edits may be made for one month after a site's launch, major or repeated changes will require the opening of a new invoice.

we look forward to working with you!

PLEASE CONTACT US FOR MORE INFORMATION

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