

## WEB DESIGN PROCESS

### **Discovery Phase** (timeframe; 1-2 weeks)

-Begins with initial consultation with client

- Discuss the goals of the project
- Discuss the web design packages we offer
- Discuss the hosting options
- Discuss our other services you might be interested in
- Answer any questions or concerns
- Fill out the project information sheets

-Snail mail or email copies

-Fill out online form

-Fill out together by meeting or phone

-Within a week of receiving the completed info sheets, We will contact you with a quote and breakdown of services and fees. We will answer any questions and discuss any changes that you would like to make.

-Once the quote and services are agreed upon by both parties, a contract will be signed and a 30% deposit will be due.

*-Deliverables- information sheets, signed contract, deposit*

### **Planning Phase** (timeframe; 1-2 weeks)

-Begins once signed contract and deposit is collected

- Market research begins
- View competitors' websites
- Study new trends, brainstorm
- Begin collection of site materials and information

-This phase is where we begin to develop a concept that will either create your business identity or help take it to the next level.

*-Deliverables- site materials and information*

### **Design Phase** (timeframe; 1-2 weeks)

-Begins once materials start to come in and research is finished

- Website sitemap and wireframes are created
- Homepage Mockup is created
- Printed Mockup is sent to you for revisions
- Inner page Mockups are created
- Printed Homepage and Inner page are sent for revisions
- Homepage and Inner page Mockups are sent for final approval
- Once final approval and the next phase begins, no changes can be made**

-Now the fun begins, the look of your web presence is taking shape. If at any point of this phase you are not excited with the look of your site let us know, we will redo it until you are.

*-Deliverables- signed Mockup approval, site materials and information*

### **Development Phase** (timeframe; 3-4 weeks)

-Begins with final Mockup approval and ALL materials and information is collected

- Final chance to make any changes
- Domain name registered
- Hosting is set up (if applicable)
- Email address set up (if applicable)
- Website development begins
- SEO and Social Media is implemented
- Test link is submitted for revision

-We will be in constant contact during this phase. There are always small details that come up during the development that will need attention and since it is such a long timeframe, We will be checking in to let you know how it's going.

*-Deliverables- none*

### **Testing Phase** (timeframe; 1 week)

-Begins once test link is submitted

- Testing of all links, images and pages
- Check text for grammar and spelling
- Check for accurate information
- Discuss the project with client for feedback
- Final approval is given
- Balance on account is due

-once the site is tested by both Fusion Graphics and the client, revisions are made and final approval is given, the site is ready for launch.

(go live on the world wide web)

*-Deliverables- final approval email or letter, balance due*

### **Launch Phase** (timeframe; 3-4 days)

-Begins once final testing is approved and balance on account is paid

- Upload website to the world wide web
- Domain address will be active at this point
- Social Media posts to promote launch
- SEO finalized
- Final, Final testing (double check everything)

-Once we have everything uploaded and tested, we will contact you to let you know your website is live and discuss your thoughts on your website, the SEO and the design process. (Testimonials are greatly appreciated)

We will send you the links to the social media sites we set up, the passwords and answer any question you have.

### **Maintenance and Support**

-Begins when you become a client and as long as you're our client never ends.

- Lifetime basic updates, maintenance and support
- Monthly SEO and Social Media packages
- Website hosting packages