



WELCOME!

Let's get started...

HELLO AGAIN!



In this little pdf you'll find all the info you need for your new website project to run smoothly. Take your time to read through it, as well as the other documents I've attached. I'm always available to chat on the phone or answer any questions by email to clarify anything further. I'm here to make your life easier!

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WHAT'S INCLUDED

WELCOME PACKAGE

- PROCESS - step by step of what to expect during the design & build process.
- CHECKLIST - to make sure everything is ready to get started!
- DOMAIN & HOSTING INFORMATION - Explanation & my recommendations.
- LINK TO OUR ONLINE WEBSITE QUESTIONNAIRE - All the important things I need to know to start your project. To be filled out with the planning guide in mind.

DOCS ATTACHED

- WEBSITE PLANNING GUIDE - Your guide to the most important design elements to consider when planning your website.*

* Note: If I've already sent you the planning guide it will not be attached to this document.



PROCESS

STEP BY STEP

1. Once the proposal is accepted, we'll settled on a start date, the contract will be signed and the first invoice will be paid via Zoho Invoicing or by check.
2. I'll invite you to a shared folder in Dropbox. You'll be able to upload content & images directly into Dropbox so everything will be in one place. (Don't worry, it's free and easy! I will show you how.)
3. You'll fill out the Website Intake Form with the details of your current website, and upload your logo (in Illustrator or EPS format if possible), images & new content to Dropbox. This will ensure that I'm fully prepared, and will take the stress off of you because once you hand everything over to me, you can sit back and relax while I do the work!
4. After I've gone through your files we can either set up a planning call or I will send you any questions I may have by email.
5. Based on our planning call and the information you provided me, I'll get started designing 2 mockups of layout & design for your site and send it to you for approval. You can request revisions to this initial mockup up to 2 times to make sure we get it looking just right.
6. After the layout & basic design is approved, I'll send the second invoice and will get started turning the mockup into your actual coded website.
7. Once the design is in place, the content is added, and you have approved the final site, we'll both go through to check all links, optin forms and other functionality to make sure all is working perfectly.
8. When you are ready, I'll send you the final invoice, we'll go live and you can share it with the world!



PROCESS, CONTINUED

FINAL TOUCHES

- I will send you a final documents packet with everything you need to take over your website and strengthen your new brand. This includes a WordPress tutorial customized for your website, a brand style guide (with colors, fonts & graphics to use in your other marketing materials) and my favorite resources to help you with your new online presence. If you'd like me to take care of your website for you and are interested in a maintenance plan, we'll go over Website Care options at this time.
- During the month after your launch, I'll continue to be available via email to answer any questions that may come up while you're getting familiar with your new site.

PAYMENT

- 50% of the total fee is due upon signing the contract and before the start date of your project.
- An additional 25% is due upon design approval before coding begins.
- The remaining 25% is due before the site goes live.
- I accept payment primarily via Zoho, with which you can use any major credit card, Paypal account, or bank e-check. I accept checks from local businesses only.



CHECKLIST

What to get ready...

- Website Intake Form - filled out, including login information for all your accounts (current website, Google Analytics, Mailchimp, etc. . I'm happy to help you set these up if you need.
- Sign up for a free Dropbox account and connect to the shared folder I've created for us to share content through
- Upload a high resolution copy of your logo, and your branding guidelines (if you have them). If you need a logo I can recommend a wonderful local designer.
- Compile new content for all pages. Clearly label which content goes where within the document. Upload to Dropbox
- Compile all photos/images you would like on your site and label them within Dropbox based on the desired location. Provide a link to any video you'd like included in the website.

* It is best to start the design process with the majority of content already complete. This ensures that I can create the design around how much/little content you have. If however, you are uncertain about certain areas because you would like to see the design mockups first, that's ok - just let me know!



DOMAIN & HOSTING

YOUR DOMAIN NAME

You can currently buy domain names at Namecheap.com for the lowest price anywhere. Make sure to read the fine print, often you get a very low price for the first year, and then the price goes up significantly. I prefer to buy domains through Google Domains.

If you already own your domain you can disregard this information.

HOSTING WITH SVAHA

I recommend Svaha for their great customer service, unlimited add-on domains (it allows more than one website to be on the same hosting account), and unlimited email addresses (so you can have a professional email like yourname@yourdomain.com). They are also a conscientious local New England company who respond immediately to requests for help. When signing up with Svaha for the first time, they will move your current website and address for free. I am more than happy to help you through the web hosting process.

If you are staying with your current hosting company you can disregard this information.

[You can view the plans here - Svaha Web Hosting](#)



GENESIS & OTHER PLUGINS

GENESIS

I work with the Genesis Framework on WordPress exclusively. I create custom child themes, or can modify any existing Genesis child theme to meet your needs.

I often choose a Genesis child theme that has built-in functionality (widget areas, etc...) that is close to what your website requires. I'll use it as a starting point for your design.

The licenses for the Genesis Framework and any child theme I use will be under BarnDog Creative. If in the future you hire another designer, they will have to purchase their own licenses if using the pre-existing theme.

You can also purchase your own Genesis license. A Genesis personal license is a one-time fee of \$99.95 and gives you lifetime access to the forum, updates & support. It includes a license for the Genesis Framework and one child theme. If you want to make changes to your design in the future, you can ask for help and make it happen. Or, if you need to hire another designer, they will have access to all the info they need. Feel free to use my affiliate link below.

[StudioPress Themes](#)

OTHER

If there is any other important 3rd party functionality we'll be including in your site, you'll need to purchase the appropriate license and provide me with the login information.

Example: Wishlist Member Membership Plugin, Ecommerce related plugins, Premium Plugins, etc.

*If any of these apply to you we would have surely discussed it already or will in the planning call.



NEXT STEPS

WEBSITE PLANNING GUIDE

Our Website Planning Guide will be sent as an attachment to this document (or has already been sent), but just in case you need to find it again you can download another copy here -

[Client Resources](#)

WEBSITE INTAKE FORM

The link below will lead you to our Website Questionnaire. It asks important questions related to your current site, necessary logins, and your new website's functionality and design.

[Website Intake Form](#)

