Barndog Creative
web design

WEB DESIGN INTRO PACKET

Everything you always wanted to know
(and a little more)

Shopify Starter Package

HELLO!

I'm delighted to discuss your web design project with you. Outlined on the following pages are all the basics about how we'll work together to build your web site. Please read through the entire packet carefully to ensure that my processes work for you. If you have any questions, please don't hesitate to ask.

If everything looks good, the next steps are outlined at the end of this packet!

Please note that this Intro Packet pertains to the Shopify Startup Package only.

-Leslie Fournier

WORKING TOGETHER

We're a perfect fit if...

- You're a DIY-er who just wants help getting up and running fast!

- You're ready to be be super proud and confident about your web site.

- You want 1-on-1 attention and collaboration from someone who takes the time to understand your vision and passion.

- You need a web site that will grow your business, and would like it to be with Shopify.

WHAT'S INCLUDED

A gorgeous, functional & mobile-responsive website designed to promote your products and services and attract more clients or customers. It will be built using Shopify, which means you'll end up with a fast, stable website that's easy to navigate and easy to update!

Mobile-responsive means your web design will adjust itself to look beautiful and be fully functional no matter the size of the screen.

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

WHAT'S INCLUDED

Just a little nitty gritty detail

Average site development includes:

- Shopify account setup

- Theme selection & Installation

- Your brand colors and typography

- Front page hero image or slider setup

- Navigation setup (main menu & footer)

- 5 content pages (about, terms, policies, etc.)

- Setup of collection categories and up to 50 products

- Blog Ready

- Payment & Shipping set-up

- Responsive layout (looks great on desktop + mobile)

- Domain & payment gateway setup, testing & launch

- Newsletter integration

- Social media integration

- Contact form

- PCI compliance & ecommerce best practices

- Tax and shipping configuration

- Delivery in 3 weeks

Note: This website design and development does not include any font, image, or premium theme licenses. Shopify has free themes, or you can buy a Premium theme through the Shopify Theme Store.

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WHAT I ASK FROM YOU

Before we get started, it would be incredibly helpful if you could provide the following:

Inspiration Links
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 get you started.

Your Branding Information
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.

Answers to some Questions
I need to pick your brain! 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).

Content
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 around your content and highlight all the important aspects to funnel visitors where you want them to go.

A key point of contact
In order to keep things moving along smoothly, if you are a larger organization that will require board approval for contract and design decisions, please choose one person from your organization to be the key point of contact for all essential communication and decision notifications.

PROCESS AND TIMELINE

BEFORE PROJECT BEGINS

● You – Pick a desired start date and make a down payment to get on the schedule.
● Me – I'll send you a contract detailing my services for electronic signature as well as the first invoice via Zoho Invoicing.
● Us – We have a strategy session to determine the goals and features of your website.
● You – You work through my Website Planning Guide and Website questionnaire, and start gathering website content.
● I am available if you have questions.

 WEEK 1

● You - Share your vision through the completed Website questionnaire. All content is ready (or the great majority).
● Us – We look at the Shopify themes and pick the best one to match your goals.
● Me - I start building your Shopify Store

WEEK 2 - 3

● Me – I'll continue developing the store
● You – You'll wait in happy anticipation and answer any questions I have as I work my magic.
● Me – I'll unveil the site to you for review and tweak the site based on your feedback.
● You – You'll sign off on the site and make final payment.
● Me – I'll turn the Store over to you.
● Us – We'll celebrate!

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PAYMENTS

As a small business owner, I'm sure you understand the need to get paid on time. So we're both on the same page, I've outlined the payment schedule below. If you believe this schedule to be problematic for you, please let me know as soon as possible BEFORE the contract is signed so that we may discuss an alternate schedule.

Payment Schedule

50% of projected* project cost due at signing of contract, before work begins and to secure your spot on my schedule

50% of final cost due upon site completion 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.

OFFICE HOURS

I work Tuesday-Friday from 10am to 5pm Eastern.

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.

I do my best to reply to all communication regarding active projects within 24 hours (during my office hours).

If you'd like to chat via Skype/phone, you can schedule an appointment here -

http://barndogcreative.com/schedule-a-phone-call.

Scheduling calls keeps my work from being interrupted and allows me focus on your project!

FAQ

How long will my website take to build?

The WordPress Startup Package is meant to be finished in a 3 week timeframe. 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.

How much will my website cost?

In general, most Shopify Startup Package websites start at $2500 but can 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 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.

HOW THE SHOPIFY DESIGN PROCESS WORKS

I build Shopify stores as a development store first under my Partner account. Shopify development stores are free of charge for an unlimited duration. This allows us to take the time we need to make sure your store is built the way you want it and is ready to sell your products. (otherwise we would have to use the 14 day trial which might not be enough time)

While in development, your store will be password protected, to make sure it's not accidentally found by potential customers when it's not yet ready.

Once the design is considered finished, I will provide you with a Merchant Handoff Kit, and the store will be transferred to your account. At this time you will need to choose a live subscription plan through Shopify. Most of the plans fall within the $29.00 a month range. There may be additional charges for paid apps (see below). When transferring to a live subscription plan, the store will require billing information, which must be provided by the store owner (you).

Once the store is in your name, I will still be able to login with full access to edit and further develop the store. I will not have access to the store's financial information, such as billing information and Shopify Payments payout details.

PAID APPS AND ONGOING SHOPIFY COSTS

There's a good chance your store will need additional functionality that can only be provided by installing one of Shopify's Apps. App prices range from free to $20 per month. I will always recommend the least expensive option for getting the fuctionality that your store requires. Paid apps are billed directly to your Shopify account. You can see examples of the Shopify apps here - apps.shopify.com

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

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WRAP UP

Thanks for reading!

Please send me an email at leslie@barndogcreative.com if you have any questions.

Everything look good? Let's schedule a call so I can create your quote.

Click the link below to be taken to my online call-scheduler.

http://barndogcreative.com/schedule-a-phone-call.

I look forward to working with you!

-Leslie Fournier

BENEFITS OF HAVING A WEBSITE

Online brochure

Companies spend millions creating brochures and distributing them. By having a website you can skip that entirely. Your potential customers can find out about you and any of your products online. If you get most of your business through networking and personal connections, they'll want to check out your website.

More customers

More than 2.4 billion people use the internet every day, and some 90% of those have purchased something, or contacted a company, online in the last 12 months. So by not having a website, you'll be missing out on a big piece of the pie.

Business value

The perceived value of your business will be higher in everyone's eyes than if you don't have a web site – especially your customers eyes (or the bank when you're going for a business loan!).

Time to show off

You know that great feeling you get when people recognize your work? Well, by having a website you can show off what you do and take pride in your work.

24 hours per day

Your website runs 24/7 without any supervision or need to lock it up. You can always be there for your customers.

Communication with customers

By having a blog or even just a feed on your website, you can update customers on your newest offers, products, promotions, events, photos, or any other content.

Marketing

The internet has opened up a whole new world of marketing that didn't exist before. Your website can attract new business by using a whole host of low cost marketing techniques.

Instant credibility

Have you ever had difficulty making that sale? Or convincing someone that you are the real deal. By having a well structured website you can foster instant credibility with anyone. You can provide the ultimate proof that you are, in fact, the realest of all deals (couldn't resist that phrase).

Bottom Line: You'll reach more people and get more business.