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WEB DESIGN INTRO PACKET

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

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## HELLO!

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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!

-Leslie Fournier

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## WORKING TOGETHER

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### We're a perfect fit if...

- You're ready to 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'd rather not deal with all of the nitty-gritty tech details.

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- You'd rather not sit in a conference room discussing your new website with 4 or 5 Web Agency "techies" who talk completely over your head!
- You need a web site that will grow your business, and would like it to be with either Wordpress or Shopify.



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## WHAT'S INCLUDED

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A gorgeous, functional & mobile-responsive website custom designed to promote your products and services and attract more clients or customers. It will be built using WordPress or Shopify. Either way 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.

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.

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## WHAT'S INCLUDED

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### Just a little nitty gritty detail

Average site development includes:

- Custom Genesis child theme or Shopify theme
- 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
- Home page with widget areas
- 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...)
- After-post opt-in
- 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 in order 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).



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## WHAT I ASK FROM YOU

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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 help you with the basics of page design and layout so you'll know what you'r looking at when viewing other sites.

### *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'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. I will share a folder with you through Dropbox where all your site content can be stored in one place.

### *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.



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# PROCESS AND TIMELINE

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## 1-2 MONTHS 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.
- 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.
- Me – Appreciate your awesomeness and begin research and brainstorming. 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).
- Me – I start outlining the site and create a Photoshop mockup of the proposed design.

## WEEK 2

- Me – I'll send you two mockups.
- You – You'll provide feedback and choose one of the mockups (or a combination of elements from both).

## WEEK 3

- Me – I'll tweak the mockup based on your feedback.
- You – You'll answer any questions I have as I tweak the design.

## WEEK 4

- You – You'll give approval on the design/mockup.
- Me – I'll start developing the design into a website.



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## PROCESS AND TIMELINE

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### WEEK 5

- Me – I'll continue developing the design
- You – You'll wait in happy anticipation and answer any questions I have as I work my magic.

### WEEK 6

- Me – I'll unveil the site to you for review.
- You – You'll review the site and provide feedback.

### WEEK 7

- Me - I'll tweak the site based on your feedback.
- You – You'll sign off on the site.

### WEEK 8

- You – You make final payment.
- Me – I'll launch the site on your server.
- Us – We'll celebrate!

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## PAYMENTS

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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

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.



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## CANCELLATIONS

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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.

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## OFFICE HOURS

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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).

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

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## F A Q

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### How long will my website take to build?

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.

### How much will my website cost?

In general, most custom websites start between \$3,500 - \$5,500 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.



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## F A Q

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### Are there any other costs associated with having my website?

Domain name: 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: 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 -

Siteground is also excellent for Web hosting -

[SiteGround Web Hosting.](#)

Note: I've worked with all sorts of different hosts, and I can say that I do NOT recommend Bluehost, Hostgator, or GoDaddy for hosting. I strongly encourage clients to stay away from these providers.

Shopify Plan: If we are developing an eCommerce site with Shopify you will be paying a monthly fee for your Shopify plan. Most eCommerce sites fit comfortably in the \$29 per month plan. You can save money by paying by the year. There are no other hosting fees for Shopify.

Note: Your Shopify site will be developed under my Partner account. You won't sign up for Shopify until the site is finished and ready to be handed to you.

Shopify Premium Theme: There are 10 or so free Shopify themes to choose from, but if you'd like more features and advanced designs you can choose from a larger selection of Shopify themes that range from \$120 to \$180 for lifetime use.



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## WRAP UP

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Thanks for reading!

Please send me an email at [leslie@barndogcreative.com](mailto:leslie@barndogcreative.com) if you have any questions.

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

I look forward to working with you!

-Leslie Fournier



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# BENEFITS OF HAVING A WEBSITE

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## 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).

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

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