



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.
- KADENCE INFORMATION - how and why to purchase your own license.
- LINK TO MY 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.

ADDITIONAL DOCS

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



PROCESS

STEP BY STEP

1. Once the proposal is accepted, we'll settle on a start date, the contract will be signed and the first invoice will be paid via Zoho Invoice.
2. I'll invite you connect to a shared folder on Dropbox via email. This way we can use one folder to share all project related documents, content and images.
3. You'll fill out the Website Questionnaire and upload your logo (in Illustrator or EPS format if possible), all current images & content to our shared Dropbox folder.
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 recommend a few themes that I think will work. You'll start looking through the theme demos to choose possible candidates for your website.
6. We'll go over your theme choices in detail to evaluate which one is most suitable for you individual project. I'll give you a list of items I'll need to make the theme work. This list will include photos dimensions and types of content.
7. You'll upload all new images and content to our shared Dropbox folder. 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!
8. 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.
9. 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. Instructional video will also be provided if needed.
- 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

Unless we have a specialized payment plan worked out in advance, payment arrangements generally work like this:

- 50% of the total fee is due upon signing the contract and before the start date of your project.
- The remaining 50% 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 have ready before your start date

Before or very near your start date, please help us get ready by sending me the following items:

- Fill out the Website questionnaire - listing 3 other websites you like the style of.
- Fill out the Client Intake Form. Include login information for all your accounts. I'm happy to help you set these up if you need
- Locate 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 as well as extra text like buttons & opt-in text. Clearly label which content goes where within the document. *
- Compile all photos/images (any graphics like logos, etc) you would like on your site. Make notes on the desired location of images for the website. *
- Upload the above items to our Dropbox project folder.
- If we are migrating from an existing site, take note of any old content that you don't want moved over prior to the migration.

* 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!

* Migrations from an existing WordPress will include all product images and content, so you only have to provide new content and images for your new website.



DOMAIN & HOSTING

If you already have a Domain Name and hosting you want to keep, you can ignore this page.

I prefer to buy domains through Rocket Registry because they are a trusted vendor also known as eNom. My preferred hosting provider Svaha.com is also partners with them.

[ROCKETREGISTRY](#)

HOSTING ON SITEGROUND

I recommend Siteground for their great customer service, unlimited add-on domains with their larger plans (it allows more than one website to be on the same hosting account), unlimited email addresses (so you can have a professional email like yourname@yourdomain.com), and staging servers for testing updates (essential if you have a high profile site that changes often). When signing up with Siteground for the first time, your domain name is included in the hosting plan. I am more than happy to help you through the web hosting process.

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

* Disclaimer: The Siteground link above is an affiliate link. I am sharing it because I believe Siteground is one of the best choices for website hosting.



NEXT STEPS

WEBSITE PLANNING GUIDE

Our Website Planning Guide is meant to be read before filing out the Website Questionnaire, and will be sent as an attachment to this document, but just in case you need to find it again you can download another copy here -

[Client Resources](#)

WEBSITE QUESTIONNAIRE

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 Client Intake Form](#)

