

# Website Creation

## Fully Managed Solution

Our talented team will build a website for your business. We will communicate with you to gather all content and insight into what functionality and design would best suit your business.

### What to Expect Next!



2 Business Days

Website team will send you an **email confirming receipt of your order.**



3-5 Business Days

**Initial Consultation Call:** Our website team will conduct an **Initial Consultation Call** with the customer, to gather additional information is needed to complete the setup.

- Discuss desired color scheme and logo
- Discuss domain name preferences
- Go over sample sites that we recommend
- Review your provided marketing materials (attached brochure & print ads, Content Collection Forms, etc.)
- Home page layout requirements, tabs and pages, features, images and graphics ideas



15 Business Days

**First Mock:** Based on the information provided during the consultation call, our developers will design a template **First Mock**—which includes your chosen color scheme, logo, and images—and sends it for approval. If any changes are needed, one round of revisions can be submitted by replying to the email.

*Note - one revision included: the client will be required to outline all requested changes in one email.*



15-25 Business Days

**Second Mock:** Once the mockup is approved, we will build out the site and populate it with industry-specific content. We will also provide industry-specific images if none are supplied and send the **Second Mock** for approval. If any revisions are needed, one round of revisions can be submitted by replying to the email.

*Note: One revision included: The client will be required to outline all requested changes in one email.*



15-25 Business Days

### **Site Publication**

After the deliverables have been submitted, we will complete the look and feel of the site with site optimization tasks.

**You are Now Live and on the World Wide Web:** You will receive a confirmation email with a link to your website, as well as the contact information of your local digital team and developers. Contact them when changes and updates are required.

#### Notes:

- *The production timeline will be adjusted when additional pages, products, or custom billable hours are added to an order.*
- *We need to directly contact the business owner via email and phone to ensure we deliver on the set timeline.*
- *Timelines may vary based on client responsiveness. \* Timeline is considered paused while waiting on customer response.*

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### Available Website Packages:

<b>Landing Page</b>  <i>Additional Required Products:</i> <ul style="list-style-type: none"><li>Website Maintenance &amp; Management *minimum 12-month commitment</li><li>Website Pro</li></ul>	Includes a 1-page landing page powered by WordPress that best represents their business, products, and services.	<ul style="list-style-type: none"><li>1 template-page (no navigation)</li><li>Up to 8 images &amp; 400 words of content</li><li>Up to 5 contact form fields</li><li>Contact info</li><li>Call-To-Action</li></ul>	<ul style="list-style-type: none"><li>Monthly fees includes:<ul style="list-style-type: none"><li>Hosting</li><li>1 text-based change to existing content.</li><li>1 image change per month to existing images.</li></ul></li><li><b>E-commerce unavailable</b></li></ul>
<b>Basic 3 Page Site</b>  <i>Additional Required Products:</i> <ul style="list-style-type: none"><li>Website Maintenance &amp; Management *minimum 12-month commitment</li><li>Website Pro</li></ul>	Includes a WordPress responsive website with primary navigation that include 3 pages of your client's choosing. We will work with your client to customize the colors, photos, logos, and other artwork on their website.  <b>Template must be chosen from:</b> <b><a href="http://www.yourwebsitedepartment.com">www.yourwebsitedepartment.com</a></b>	<ul style="list-style-type: none"><li>Search engine-friendly website</li><li>Optional blog (entries not included)</li><li>Up to 15 photos; image uploads included (<i>additional images will be charged at per product rate</i>)</li></ul>	<ul style="list-style-type: none"><li>Monthly fees includes:<ul style="list-style-type: none"><li>Hosting</li><li>Unlimited text changes to existing content.</li><li>Up to 15 image changes per month to existing images.</li></ul></li><li><b>E-commerce unavailable</b></li></ul>
<b>Standard 5 Page Site</b>  <i>Additional Required Products:</i> <ul style="list-style-type: none"><li>Website Maintenance &amp; Management *minimum 12-month commitment</li><li>Website Pro</li></ul>	Includes a WordPress responsive website with primary navigation that include 5 pages of your client's choosing. We will work with your client to customize the colors, photos, logos, and other artwork on their website.	<ul style="list-style-type: none"><li>Search engine-friendly website</li><li>Optional blog (entries not included)</li><li>Up to 15 photos; image uploads included (<i>additional images will be charged at per product rate</i>)</li></ul>	<ul style="list-style-type: none"><li>Monthly fee includes:<ul style="list-style-type: none"><li>Unlimited text changes to existing content.</li><li>Up to 25 image and product changes per month to existing products and images.</li></ul></li><li><b>E-commerce unavailable</b></li></ul>
<b>Advanced 10 Page Site</b> <b>(e-commerce option available)</b>  <i>Additional Required Products:</i> <ul style="list-style-type: none"><li>Website Maintenance &amp; Management *minimum 12-month commitment</li><li>Website Pro</li></ul>	Includes a WordPress responsive website with primary navigation that include 10 pages of your client's choosing. We will work with your client to customize the colors, photos, logos, and other artwork on their website.  <b>E-commerce option available</b>	<ul style="list-style-type: none"><li>Search engine-friendly website</li><li>Optional blog (entries not included)</li><li>Up to 25 photos; image uploads included (<i>additional images will be charged at per product rate</i>)</li><li>Up to 25 product uploads included (<i>additional products will be charged at per product rate</i>)</li></ul> <ul style="list-style-type: none"><li>If e-commerce: User-friendly eCommerce integration via PayPal (default), Square or Stripe</li></ul>	<ul style="list-style-type: none"><li>Monthly fee includes:<ul style="list-style-type: none"><li>Unlimited text changes to existing content.</li><li>Up to 15 image changes per month to existing images.</li></ul></li></ul>
<b>Available Add-ons</b>			
<b>Additional Pages</b>  <i>Required Products: Website Creation, Website Maintenance &amp; Management, and Website Pro</i>	There is no limit to the number of pages your clients can add to the site. Each additional pages comes at an additional cost per page.	*Please note the production time will be adjusted based on the number of additional pages.	
<b>Additional Products &amp; Images</b>  <i>Required Products: Website Creation, Website Maintenance &amp; Management, and Website Pro</i>	There is no limit to the number of images or products your clients can add to their site. Each additional product/image that exceeds the limit of your purchase site build comes at an additional cost per product/image.	*Please note the production time will be adjusted based on the number of additional pages.	
<b>Hourly Charge</b>  <i>Required Products: Website Creation, Website Maintenance &amp; Management, and Website Pro</i>	Any functionality of the site that exceeds what is offered through our Website Creation packages is scoped out and charged per hour.		

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### FAQs

#### Client Expectations:

- Provide images and text content as requested.
- Provide sample websites (likes and/or dislikes), other design direction during consultation call.
- Communicate efficiently with us to keep the project on track to meet the set deadlines.

#### What is included in the required monthly fee?

Monthly Charges include | Hosting and Maintenance

- Hosting and Maintenance of a landing page includes: 1 text change to existing content per month and 1 existing image change per month. Managed Wordpress Hosting also includes daily backups and built-in reporting.
- Maintenance of a website 9 pages and lower includes: Unlimited text changes to existing content and up to 15 image changes per month to existing images. Managed Wordpress Hosting also includes daily backups and built-in reporting.
- Maintenance of a website 10 pages and higher includes: Unlimited text changes to existing content and Up to 25 image changes per month to existing images. Managed Wordpress Hosting also includes daily backups and built-in reporting.

*\* Any additional images/product changes beyond the included will be charged at a per product/image rate.*

*\* Any new functionality changes to sites will need to be scoped out and charged at a per hour rate.*

*\* The monthly charge **DOES NOT** include maintaining or integrating emails.*

#### What is the turnaround for monthly changes?

Monthly changes to images and text is 5 business days.

#### Can we use an already existing domain?

One of our website experts will walk you through the process of redirecting your existing domain name to the new website.

#### Do you provide stock images?

We can provide stock images when requested. However, we recommend using professional images of the business, products, and services to create a more personalized website.

#### For e-commerce sites, what is included in each of the product/items on each product page?

We include these items on each product page if details are provided by client:

- One product image
- Product name
- SKU number
- Product description/features/specifications (up to 100 words)
- Flat price for shipping
- Tax per item

#### Client Responsibilities:

- Populated spreadsheet of the above product details and images.
- If more functions are required our team will need a detailed list of the requested features. Any additional hours due to added functions/features will be charged at a per hour rate as needed.