

## WEB DESIGN PROCESS

Your website is “home base” for all your marketing. It’s the first place people will go when they want to learn more about your company, it’s vitally important that it has impact. It needs to convey the emotion of your brand with out sacrificing usability and clear organization of information.

With the help of my proven partners, anything is possible - from Web Aps and Mobile Websites to database driven web applications and content management systems. The cost of a website varies greatly depending on your vision and what you need. My websites range between \$3k-\$15k and typically take 5-10 weeks for design and development. The payments are spread out over the process at key points.

My process is similar for the development of a logo, collateral material and web site design. Essentially, it comes down to: Discovery, Design, Development. Below is a breakdown of my process and payment schedule for website design. If you have any questions, please feel free to call me anytime at 360-609-5759 or email me at: Patrick@pdhCreative.com.

### DISCOVERY

#### **1. Initial Meeting**

Our first meeting is an informal, “getting to know you” that typically lasts about an hour or so. It usually takes place at my office or by phone and is free and without obligation. This is where I find out about your project, company, or organization and what you’re up to.

#### **2. Proposal/Estimate**

From here I write up a formal proposal for the project. This will cover the project specs, an outline of site pages, content responsibilities, project timeline, costs, and an overview of the process. This is sent as a PDF document that can be signed, dated and submitted back to me via email if accepted.

#### **3. Acceptance of Agreement**

Upon acceptance of the proposal, we have a little paper work to take care of before we kick off the project. I will send you a project agreement that more formally details our commitments, your rights and the payment schedules outlined in this proposal. We send this to you in PDF format via email to review. If you have any questions or need to revise the agreement, we work it all out so everyone is happy. I will also send an invoice for the first of three phases. The three payment phases are split equally over the project according to the phases. Once our Agreement has been signed and I have received the down payment, I can begin the discovery phase.

#### **4. Discovery / Content**

For the design process to be effective, it is critical that I have a clear understanding of who you are, what your goals are, and what you are saying. Our first discovery meeting is all about the content. We together, we will figure out the main pages of the site and begin to rough out a site map and content outline.

When designing a website, we must have all your content before we start designing to be sure that the site is reflective of what you are saying. This includes final copy, specific imagery, content and document management systems. This meeting usually takes place at my location but in some cases, I feel it’s important to get a feel for your company culture and office vibe so we schedule a time to come visit.



Copy can be handled a couple different ways:

- **Developing Your Content For You From Scratch**

The real benefit of having a professional develop your web content is immense. They are pros who help you articulate what you really want to say to your target in a way that is engaging, true to your brand and flows well.

In addition, my web content specialist can write the copy to make your site very search engine friendly and web optimized- but not sound stiff or canned. This would involve a few interviews with the writer, and your input for revisions and corrections. Although having a professional develop your content costs a little more, the end result is a far superior website with solid and more professional feel.

- **Editing Your Final Content**

With this option, I work from your content provided in a single word document. I proof read it, and propose edits for your review, and help you develop key words and meta data for your pages. The plus is that it saves you a little money if you have a good starting point with your content. The draw back is that the copy is written from someone within the organization with a certain perspective and “voice”. Often times we find bringing in an objective writer to work with our clients brings out a more authentic voice and comfortable feel, rather than an advertisement or sales pitch with heavy industry language.

## DESIGN

### 5. Concept

After we have discovered who you are and what you want to do, I will begin to create rough comps of the look and feel of the website working from the information I discovered in our meetings together. I then schedule a time to talk about the concepts and choose a direction to further develop. This can be a combination of elements from the various concepts or just refining the one that speaks to you the most.

I will present concepts of the home page that represent the look and feel of the rest of the site. I'll refine this home page and get it to where you are happy before exploring the second and third level pages of the site.

The choosing of the concept direction is an important step in the process. If after this point, I am asked to go back to other concepts, or explore a new direction, additional fees may be applicable. At this point, the second of three payments is due.

### 6. Concept Revisions

Based on your feedback and our conversations, I will refine the chosen direction. I expand the concept to include second and third level pages and explore layout and typography within them. I understand that revisions are critical step in the design process and that attention to detail is paramount in logo or web site design. It's also important to be clear and concise about what is wrong and how to fix it in order to keep the project moving forward. My fees are based on three

rounds of revisions to the chosen concept. There may be additional charges for multiple revisions or major changes to the chosen concept or direction requested by the client.

## DEVELOPMENT

### 7. Development

After all the concept revisions are complete, I begin to put it all together. Guided by the final concept, I flesh out the rest of the site, giving you PDF “comps” of each page so we can fine-tune layout, typography, palette, navigation and photo placement before we begin to actually



code the site. This stage will include minor adjustments to the site and signing off on the PDF comps before going to code.

After we have approved site comps, I then build the site and begin usability and cross browser testing with the team. When we're ready for you, I'll send you a link to the testing server it and give you a week to explore it for any corrections or other minor adjustments. At the end of the week, you can send me your notes and we'll make the revisions and repost it.

### **CMS Training**

At this point, your new site is up and running beautifully. If you have a CMS (content management system) built into your site, we begin the training process with you to be sure you are absolutely confident and comfortable using the interface and updating your site.

When everything is running as it should and everyone is happy, we launch the site for the world to see. At this point, we invoice the final payment of the project, but our relationship with you and your website doesn't end there.

### **Web Site Updates / Long Term Relationship**

Keeping your site current and relevant is critical to the success of your website. Search engines prefer active sites with fresh, relevant content. I'm available for site updates and maintenance, but you are not required to use me for updates - you can use whomever you want. I can update or modify your site and keep it fresh usually within 48 hours of receiving the content from you depending on the complexity of the request. I track my maintenance in half hour increments at \$50 so you don't pay for a lot of time you don't need.

### **Retainer Agreements**

For very active sites, I often work with my clients to find a set amount of hours per month that fits their needs. We bill this amount every month at a discounted rate and track the hours for you to review your usage. This works well for larger organizations or sites that have heavy update requirements.

### **Marketing / Banner Ads**

Using the site as a point of reference, I can create various web and print ads to promote your site. I offer full print services to support your business or organization; from brochures, letterhead and cards to direct mail and magazine advertisements. I can help you show your soul and achieve your goals while creating an emotional connection with your audience through materials that are consistent, professional and a true reflection of you.

Please feel free to contact me with any questions about my process or pdhCreative in general.



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