



Web Design Process in a Nutshell

Getting your Web site or eCommerce store online doesn't have to be difficult, confusing, and costly. Not only will I review my entire process with you upfront, but I'll also provide several points during the process for you to approve the direction in which the site is headed. I find that this is a good way to ensure that you are satisfied with the end result. The following is an overview of that process.

Step 1 – Free Consultation & Goal Analysis

I will meet with you, either in person or by phone, to discuss your Web site requirements in depth. I will review issues such as the purpose of your site, how information will be organized, what materials are already available and what will need to be developed. Afterward, I will draw up a quote¹ based on your specifications. This is a valuable step as it lays the groundwork for the theme and the site design for both of us and can not be skipped.

Step 2 – Put it in Writing

I will write an Agreement detailing the entire project—what I will provide, what the client will be responsible for providing (for example, content, pictures), a completion date², a payment schedule, etc. Once the Agreement is signed we're ready to get started.

Step 3 – Design Phase

I will design a site that showcases your services or products. The amount of time for this phase varies; however, once the design concept is agreed upon, the rest of the site usually evolves quickly.

Step 4 – Build Web Site

I will create the behind-the-scenes code that is essential for transforming any graphics, sound, animation, and text into a functioning site.

¹It is my goal to provide a fairly priced service to all my clients. Quoted prices will have no hidden costs. You will be required to pre-approve any necessary work that is not specifically covered by the Agreement. Any additional work that results from an oversight on my part will not be billed to the client. Additional work that results from a client oversight will be billed at an hourly rate of \$50.00 U.S. per hour.

²Completion date quoted is dependent on there being no delays on the client's end during approval and content provision.

Step 5 – Test, Publish, Re-test

When the site is complete, but before it goes live, I test it and fix any problems I encounter. Then I test the site again after it is published in an effort to make sure it functions and looks good to the majority of users.

Step 6 - Marketing

In addition to submitting your site to the major search engines, I also provide advice about marketing your site via other methods. I will help you develop strategies that you can implement to get users to your site...and keep them coming back.

Step 7 - Maintenance

Your Web site will need to be maintained once it is completed. To handle typical adjustments that are sometimes necessary immediately after a site is published, my standard Agreement includes minor maintenance³ to the site for a three-month period. After that period I offer two options for keeping your site up to date: 1) a site maintenance contract that allows you to just email new information or pictures for me to insert into the site for you; or 2) you can elect to receive training and templates and do your own site maintenance.



Contact me at webguru@melanye.com for more information, to receive a quote, or to arrange a free consultation.

³An example of a *minor* change would be updating links and changes to a sentence or paragraph on an existing page, not creating new pages or adding new features to the site.