

The Website Design Process

Designing and building a successful website should be an enjoyable experience.

Above all the project needs to be collaborative, I cannot make this work without regular reviews and active feedback. Keeping the lines of communication open between us will ensure 100% success.

Making Contact

Once you have made the initial contact I will get in touch to arrange a phone call or video call. This is an opportunity for us to find out more about each other and for me to understand your business better, along with your ambitions for your site.

I can answer any questions you have.

Your Requirements

Once you decide to go ahead I will provide you with a more in-depth questionnaire to complete. The kind of thing I will need to know ... what do you need your website to do for you, what are your goals and business drivers, who is your target audience and what image do you wish to portray?

I will provide you with a document to help you think about the things you would like in your home page.

Quotation and Booking

I will produce a quote, including terms and conditions. Once you have reviewed I will ask you to sign and make the deposit payment. Payment terms are a deposit of 50% of the total price prior to us commencing work, and the remaining 50% upon completion.

Start Date and Sharing Content

Once payment is received we'll agree a start date and I'll give you access to a shared folder (Dropbox or Google Drive) into which you will save all your content, products (logo, text, images and any other items). I will ask you to create a folder for each page or product, so I am clear on where the content needs to go.

You will let me know your keywords for Google.

I do ask to have everything ahead of the start date in order to deliver your new website on time.

Design

Based on our agreed navigation structure, and the functional requirements of the site, I select an appropriate base template and start work on the 'look and feel'. This starts with research including looking at current trends, formatting, colours and fonts.

Initially I create the homepage and one content page or product page, ensuring these reflect your visual identity and brand attributes.

I will already have mapped out a wireframe (outline layout) based on your questionnaire answers. I will list the pages, determine which ones will be included in the main navigation and which will be unlinked, and come up with calls to action on each one to create a flow for users moving through the site.

I will send you a link so that you can review the design and layout of these pages and feed in your comments/amends. At this point, you will be prompted to create your Squarespace or Shopify account (if you haven't got one already) so that you can access the site.

Development

I incorporate any amends to the design and update the site styles accordingly. Then using your final content I will build all of the pages. At the end of this stage you have the opportunity to review the pages and feed in any comments/amends.

Testing and delivery

I will test the site to ensure the design is fully responsive and looks great on all devices. I will ensure that the website is optimised for search engine optimisation (for Google and the other search engines).

Training

We will have a Zoom call and I will share my screen with you to show you how it all works. I demonstrate how to update the images and text on each page, add and edit blog posts, connect your social media accounts, view your site metrics, and add items to your shop (if applicable).

The platforms are so user-friendly and intuitive, the training session takes no more than an hour.

Ongoing you have reference guides and videos at your fingertips, so there is no shortage of help and support.

Go live

You will pay the subscription fee needed to make the site live.

I publish the site by pointing your existing domain to the new site. You will provide me with the login details for your domain name so that we can update the DNS records appropriately.

Please note that if your domain is with another provider you will need to ensure that you have login details for me to be able to access the control panel and point your domain towards your new website.

Transferring ownership

Once the site is published, I will issue my final invoice. Upon receipt of payment, I will transfer full ownership of the site to you.

Onwards and Upwards!

You will receive help and support completely free of charge for 30 days after your website goes live.

I can provide ongoing content updates or technical support, if required.

Squarespace and Shopify provide a huge range of high quality, thorough and trustworthy support options including live chat Monday to Friday and 24/7 email support.

Plus they offer an extremely comprehensive online knowledge base packed with articles, guides, and video tutorials, as well as a community forum.