

WEBSITE DEVELOPMENT WHAT TO EXPECT



01

DISCOVERY 1 MEETING

The discover phase of the web design process is all about information-gathering. This step is where we learn more about your business and industry, target market and customers, and the ultimate goal/aim for the website.



02

PLAN 2 MEETINGS

- Create website sitemap
- Determine content, assets, and copy needed
- Determine deadlines to meet the overall timeline



03

DESIGN/DEVELOP 1-2 MEETING

After all copy is approved and we have the assets needed to develop the site (including photos, video, etc.), we move to the design step. We will share the rough site framework of the homepage and internal pages.



04

REVIEW/LAUNCH 1 MEETING

Once every page has been designed and developed according to agreed upon expectations communicated in meetings 1-4, it's time for the big reveal! Final payment is due at this point and the site goes live!



05

MONTHLY MEETING TWEAK/MAINTAIN

After we take your site live, we can make any remaining necessary tweaks and edits to functionality over the next 30 days. After that, you will move to a monthly maintenance plan.



06

SEO/SMM RECOMMENDED

If you haven't already established a content posting plan or a strategy for getting your site to the top of Google, now's the time to invest in SEO. Your website is already optimized and ready to go and you have tons of fresh copy and content to post.