

# Tailored Website

## Do-It-With-Me Solution

Work with our experienced team to create a fully tailored WordPress website that's built to reflect your brand, functionality needs, and growth goals.

### What to Expect Next:



#### Before We Get Started

**Client Requirements:** This brochure outlines the Tailored Website process, including the required purchase of a *'Tailored Website Quote'* and *'Tailored Website Build'* Add-on with a structured billing model designed for clarity and smooth project management.



#### Discovery Call

**Client Requirements**

This consultation call is required for all projects to ensure a clear understanding of the project for both parties involved.

You can prepare for this call by being ready to share your vision for the design, functionality, and number of pages for the website. We will try to collect as much detail as possible so that we can create an accurate quote and scope of work for you.

**Timeline:** This call can be booked with our team in as little as 2 business days, depending on your availability.



#### Purchase Tailored Website Quote

**Client Requirement:** You must purchase the **Tailored Website Quote SKU** to initiate quoting. The quote fee:

- Will be credited toward the final website cost if the project proceeds
- Will be retained if the client chooses not to move forward

Our team will provide a customized quote based on project requirements.

**Timeline:** Quote shared within 5 business days and valid for up to 30 days. If the project scope increases, an updated quote will be provided. The full project timeline will also be outlined with the quote and will be determined based on the scope of the project.

**Please note:** The suggested timeline is an approximate estimate, and will need to be adapted based on any delays or revision requests. The quote is also based on the agreed upon service. If, at any point, the scope of the project increases, an additional quote will be created and required to proceed.

# Tailored Website

## Do-It-With-Me Solution

Work with our experienced team to create a fully tailored WordPress website that's built to reflect your brand, functionality needs, and growth goals.

### What to Expect Next:



#### Quote Approval & Purchase Add-on

**Purchase 'Tailored Website Build' Add-On:** Upon quote approval, you must purchase the **Tailored Website Build Add-On**. This product follows a variable pricing model based on the approved quote.

**Structured Payments & Website Build:** The project progresses in three structured payment phases:

**Phase 1: 40% Payment** - Due after the quote is approved to initiate the project. Work will not begin until payment is received.

**Phase 2: 30% Payment** - Due when the first mockup is sent, based on the approved quote.

**Phase 3: 30% Payment** - Due when the entire website is sent for final review, before completion.

Each phase requires the purchase of the Tailored Website Build Add-On before progressing further.



#### Kick-off Call

##### Client Requirements

Once you have approved the proposed quote, our team will schedule a kickoff call to discuss the more specific details of the site before we start building it out.

You can prepare for this call by ensuring that you have a single point of contact for the project, a few examples of sites that they like, and a list of any special technical requests they might have.

**Timeline:** This call can be booked with our team in as little as 2 business days, depending on your availability.



#### Website Build & Revisions

##### Client Requirements

Our team can start building the site in stages. You will be required and encouraged to review each stage carefully to suggest changes in an effort to ensure you are satisfied with the results. You will be able to make recommended changes on a MarkUp.io link.

**Example:** Our team will start by working on the website Home Page to ensure we have the branding and aesthetics appeal correct before moving on to the next stage. At this point, we'll share the mockup with you to gather your feedback and edit requests. We'll make the changes based on your feedback and share it with you again for approval. Once approval is gained, we can move to the next stage, where the same *build-review-edit-approve* process will occur.

**Timeline:** Each stage will have a pre-established timeline, based on the original quote; however, the timeline for each stage will be dependent on the stage that precedes it. If there is a delay in the revision stage, we will not proceed to the next stage until you are happy with the current progress thus far. Depending on the volume of edit requests, our team will work to deliver each revised mock within 5 business days.

# Tailored Website

## Do-It-With-Me Solution

Work with our experienced team to create a fully tailored WordPress website that's built to reflect your brand, functionality needs, and growth goals.

### What to Expect Next:



This portion of the process tends to be the longest and most intensive due to the back-and-forth nature of the project. We recommend that small changes be made after the site is live so that your business can begin collecting leads and building your online brand awareness.

**Please note:** If additional functionality or pages are required throughout the process, a new quote will be provided and will require approval before we adapt the scope of the project.



#### Setting the Site Live

##### Client Requirements

Before we set the website live, it's important that you review the entire website to ensure every detail is accurate and meets your needs. Small changes can continue to be made after the site is launched to help your business gain momentum and leads online while we refine some of the smaller details. We can continue to tweak small revisions long after the site is complete or live to ensure you are fully satisfied.

**Timeline:** Once final revisions are received, we will make the requested adjustments within 5 to 10 days (depending on the size of the site) for you to review again.

Then, once you have had a chance to approve the final site and give us the go-ahead, we will set the site live within 5 business days.

**Please note:** We have a lengthy process to set sites live, so we intentionally choose not to set websites live in the later part of the day or on Fridays to ensure that our team is available to monitor site performance immediately after launch.



#### Ongoing Support

Post-launch, websites enter a mandatory **3-month support phase**, including:

- Making updates to existing sections, such as changing images, text, colors, or contact form fields.
- Updating the website's plugins and themes, and performing website health checks upon request.
- Fixing bugs and providing urgent support if the website goes offline for any reason.
- Consistent monitoring of specially requested functionality to ensure the site operates as intended after launch.

Note: If requested changes fall outside the scope of editing existing sections or standard updates, our team will scope out the request and provide a new associated quote. Charges must be completed prior to work commencing on these revisions.