

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** to initiate quoting. The \$250 quote fee:

- Will be credited toward the final website cost if the project proceeds
- Will be retained if you choose 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 client 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.

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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 you like, and a list of any special technical requests you 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 feedback and edit requests. We'll make the changes based on the feedback and share it 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.

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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 the 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 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.

Documentation for Your Business

Process Expectations

In order to build a website you will love, there are a few requirements that must be met in order to deliver this service efficiently. Please ensure you have read the following for best results.

Getting Started

There are three components necessary to build a website: hosting, domain, and a website structure. To understand how each of these pieces relates to your website, let's consider an analogy. Let's consider a website as if it was a piece of real estate, like a house.

1. Hosting your Website

If your website is a house, then the hosting is like the land that sits under your property.

For every website we build, we host it on our proprietary hosting platform, WordPress Hosting Pro, with the most trusted source on the internet—Google Cloud Platform. With a state-of-the-art infrastructure, your site will always be secure, protected, and Google-fast.

2. Choosing a Domain

Using that same analogy, a website domain is kind of the like the address of the house or website.

- **If your customer *doesn't* already have a domain:** There are multiple vendors from which you can purchase a domain, but we recommend [GoDaddy domains](#) as they are the global leader in domains. Specifically, [when you purchase it through the Marketplace](#), you will not need to delegate access or credentials to our team, as we can access it through the platform.
- **If your customer *does* already have a domain:** Businesses that already have a domain active can follow these simple steps to share their domain with us.
 - **Option 1:** For GoDaddy, please delegate access to websites@yourdigitalagents.com.
 - For Google or Squarespace domains, please delegate access to websitesanalytics@localmarketpage.com.
 - **Option 2:** If option 1 is not possible, please ensure you share the following details with us during your onboarding call so that we can access your domain effectively.
 - Provide the URL link to the current domain/website
 - Provide the username and password to get into the domain.

3. Choosing a Structure

The last piece of the puzzle is the website template. In our analogy, choosing a website template is like choosing a house blueprint from a developer's collection of showhomes. You are choosing the fixed structure with the opportunity to add as many structural changes and aesthetic touches to make it your own. We can always build a website based on any other examples or designs (Figma, XD, MarkUp) you provide as well.

Documentation for **Your Business**

Process Expectations

Request a Consultation

We understand that some sites go beyond our Template Website solution. Websites with 10+ pages, specially requested functionality, premium plugins, and more are best suited for this Tailored Website option. Because of the vast expanse of options and functions, these websites typically start at \$5,000 USD.

Similarly, thanks to the diverse options and opportunities for customization, the process to achieve a Tailored Website that you will love can be quite lengthy. We anticipate that most Tailored Websites will require a 3 to 6-month period to complete.

Discovery Call

A discovery call allows us to gather all the information necessary for us to create a custom quote and Statement of Work that defines all the requests you might have. It is crucial to prepare a list of 'must-haves' that includes your vision for the design, functionality, and number of pages for the website. This allows our team to scope out the amount of work required to deliver the vision that you have in mind.

Accepting the Quote

Our team will build a custom quote based on the information received in the consultation call and will share it with you.

The quote will be valid for 30 days from the time of creation. We encourage you to review the quote in detail before accepting or rejecting it. We require a completed and signed statement of work to proceed. If you have any questions, you are welcome to arrange an additional call with our team to discuss.

Documentation for Your Business

Process Expectations

Completing a Kick-Off Call

The consultation call is our opportunity to chat with you about your business to get a full understanding of what your business has to offer and how we can convey that story to your customers. It also helps for you to understand the full process and avoid any surprises down the road.

Before this call, it's important that you have the following information clarified:

- **A single point of contact for the project:** By having a single contact, we can help ensure the project stays on track throughout the process.
- **Website examples:** This can include any number of other websites that you like or would like to emulate.
- **Special functionality or technical requests:** By describing what you like about other websites, or the functions they need your website to perform, we can offer some solutions to achieve these technical requests.
- **An estimated budget and timeline:** We always want to make sure you have realistic expectations of the budget and timeline. Tailored Websites require a lot more back and forth, and as a result, are far more expensive than a typical Template Website.
 - Don't worry, though. If it's determined that your website could be built with a more affordable Template Website, we'll be sure to advise you as such.

You can also prepare for this call by creating a document or Drive folder that contains your logo, chosen font, color palette, and images.

Please note: It's crucial that you ensure this document or Drive is accessible to *anyone with the link* to ensure that each member of our team can access your file to deliver your website on time.

Documentation for **Your Business**

Process Expectations

Now, it's time for the fun part—building your website! Here's what you can expect:

Building Your Website

Next, you can sit back and relax as our professional website developers transform your vision into a website that perfectly represents your business online. We'll incorporate your preferred fonts, color palette, and images, as well as build out custom written content.

Our team will build the site in stages. This allows us to work alongside you more closely to review and adapt each stage to perfection before moving on to the next stage. You will be required and encouraged to review each stage carefully to ensure you are satisfied with the results. Also, every stage will receive an estimated delivery, so you know exactly when you can expect the next step.

For 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 feedback and edit requests. We'll make the changes based on 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.

Making Revisions

We are happy to make as many revisions as needed to create the right result for you; however, it's important to remember that the more rounds of revisions we complete, the longer the project lasts, and the later and later the website can go live.

Note: *If you make additional change requests after the first round is received by our team, these edits will receive a secondary due date. If you noticed something later on that needs a quick tweak, let us know and we'll be happy to help, as additional small changes can be made later or once the site is launched, as needed.*

Documentation for Your Business

Process Expectations

Now, it's time for the fun part—building your website! Here's what you can expect:

Setting Your Website Live

Congratulations! Your website is ready to be launched on the world wide web! Before we do go live, though, we follow a list of steps to ensure all our T's are crossed and I's are dotted. In short, this includes (but is not limited to):

- Confirm Domain Name & Ensure Access is Granted
- Set up Redirects (for Pages From Existing Site that have been Removed or Changed)
- Push Staging to Live Environment
- Change DNS and Domains
- Verify reCAPTCHA Connection to Domain
- Complete Quality Assurance Checklist

Ongoing Support

We get it—sometimes, things change! That's why we're happy to provide you with ongoing support for your website. This includes:

- Making updates to existing sections, in case you need to change 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 your website goes offline for any reason.
- Consistent monitoring of specially requested functionality to ensure the site is operating as intended after the site is set live.

Once the website is set live, the Website Support service will begin. The subscription to this service will commence automatically on the day the site goes live to ensure you do not experience any delays in support.

This service also requires a 3-month commitment. Through our experience, we've noticed that many change requests and edits occur within the first 3 to 6 months of the site being live. With this required service, we can accommodate all minor changes and revisions as needed, without additional charges for development time.

Note: If the changes fall outside the scope of editing existing sections or updates, our team will scope out the request and share an associated quote with you. The charge will need to be completed prior to work beginning on the new revisions.

Documentation for Your Business

Process Expectations

Here are a few other little odds and ends that you should probably know.

Service Limitations

There are a small number of factors that prevent us from producing a great website for you. With your help, we can avoid these circumstances and deliver a great end-result.

1. Custom Plugins

Unfortunately, building out custom plugins (as in, creating unique-to-you plugins that enable extended functionality for your site, from scratch) is not currently within our scope of work. We will, however, do our best to find and use current plugins that accomplish the same outcome for you.

2. Multi-Location Shipping Services

We may not be able to support the functionality required for businesses that have complicated shipping requirements. If the business has/requires:

- Multiple shipping vendors with pick up from multiple locations (eg: USPS, Purolator, etc.)
- Multiple shipping location origins (multi-location stores, warehouses, etc.)
- A bill of landing requirement
- Shipping cost calculations based on weight and location
- Inventory Management for Multiple Locations

3. POS System Integrations

Different POS Systems are available dependent on the ecommerce solution chosen for the site.

- Ecwid: Lightspeed POS, Clover POS, and Square POS
- WooCommerce: Lightspeed POS, Clover POS, Square POS, Paypal, and FooSales POS

4. Highly-Sensitive or Secure Sites

Our sites are not equipped to manage highly-sensitive information or data, and so we typically choose to not take on sites in the banking or healthcare industries.

5. Sites with Constant Updates

When businesses require that their websites contain up-to-the-minute information, for example, auction houses, we are unable to support these types of sites due to the shared hosting environment and inability to adjust CRON jobs at faster intervals.

6. Multi-Sites with One Hosting Instance

We do provide multi-site environments now for one parent site and up to five subsites.

Documentation for Your Business

Process Expectations

7. Performance Optimization

To improve the performance of websites hosted on WordPress Hosting Pro, the following steps are being implemented:

A newly optimized Divi child theme has been developed for efficiency on new website builds. For other Divi themes, such as Divi Plus or Elementor themes, the same speed improvement changes have also been implemented. Flying Pages, and Flying Scripts are added to all themes to increase page speed. WP Code Snippets are implemented across all themes to reduce the largest contentful paint time, further improving loading speeds.

Images are compressed and converted to the WebP format, with recommended size and resolution guidelines for various image types. Videos are compressed using tools like Handbrake, following optimized presets, and embedded via YouTube when possible.

Unused plugins, themes, and modules are deactivated and removed to streamline resources. Where possible, custom CSS is utilized instead of relying on additional plugins. Pop-ups, animations, and homepage element movements are discouraged to prevent performance slowdowns.

These measures collectively ensure faster loading times, better responsiveness, and improved website performance for hosted WordPress sites.

Documentation for Your Business

Process Expectations

1. Fluctuating Timelines

We do our best to deliver your website as quickly as possible, but we also know that we require additional time based on the scope of the project. Every layer of complexity may extend the deadline, but we'll always do our best to confirm the next deadline with you so you know just when to expect it.

You can help ensure the project progresses as expected by delivering revision requests in a timely manner. Sometimes, we can get stuck on little details that may never be noticed by the end user. By focusing on the bigger picture, we can make better and more efficient progress on your website.

2. Additional Costs

When it comes to website builds, just like home builds, you can add as many additional floors or gadgets as you desire. However, just like building a new house, adding these details (in this case, additional pages, plugins, and unique functionality) adds incremental costs to the final total. Please keep this in mind when requesting plugins, pages, custom domains, and graphic elements so that the final invoice doesn't surprise you.

3. Transferring Website Hosting

If you choose to move your website to another hosting provider, our team will download the website using an All-in-One WP Migration plugin. This allows the new host to import the website seamlessly as it includes all the CSS and design specifications.

Note: If you request a different file format, we can share the database files and HTML via a .tar.gz file. This is standard, but does require more effort to rebuild on the new host's environment.

4. Google Analytics (GA4)

We always recommend the installation of Google Analytics so that you have complete control and insight into your sight traffic, as in where the traffic is coming from, its frequency, and more. If you would like a full a full GA4 report, you need to create your own GA4 account and share the code so that we can add it to the backend of the website. Alternatively, we can create a GA4 account on your behalf and then share credentials with you.

5. Refund Policy

We strive to ensure our customers' satisfaction with every purchase. However, we understand that there may be circumstances where a refund is necessary. Refund scenarios may include:

- Before kickoff: Full quote fee is non-refundable.
- After site completion: Quote fee will be credited to the total cost of the project upon the complete delivery of the website. No other refund provided, but site files will be delivered upon request.

All refunds are subject to review and approval.

Please reach out to us to discuss the options for your particular circumstance.

Frequently Asked Questions

The Basics - Additional Details

Are there any limits to the types of customizations available?

When it comes to tailored websites, the sky's the limit. Well, almost. Our skilled website designers and developers build each site in Divi, a complete design framework, to help deliver better modules faster. So, as long as the module exists in Divi, we can build it into your site.

That being said, the more modules you add, the more it affects the page speed, which is an important factor in website viewer satisfaction. We'll do our best to help you balance the look and feel of your site with its speed and functionality.

I have a lot of blogs to add to my website. Can you help with that?

As part of the website build, our team will gladly upload all blogs on your behalf. Also, as long as you have Website Support active, we can upload an additional 4 blogs per month.

I have a few videos to show off on my website. How can we make sure it doesn't slow down the site too much?

We encourage you to upload your videos to YouTube first. From there, we can embed the videos onto the website, without impacting load speeds.

I have a few forms to add to my website. Is that something you can build?

Absolutely! We can build a maximum of three website forms, with up to 20 fields each.

How will I be charged for this product?

Billing for your Tailored Website project is structured into three phases. Upon approving the custom quote, you'll purchase the **Tailored Website Build Add-On** via the Marketplace. Payments are scheduled as follows:

- **40%** due immediately after quote approval (before project kickoff).
- **30%** due upon delivery of the first mockup.
- **30%** due when the completed website is sent for final review.

These payments are processed as standard Marketplace charges and will appear on your regular invoice.

If needed, where should I upload attachments for my order?

Please upload all attachments in the **attachments section within the Fulfillment Form**. Or if you prefer, you can email your attachments to marketingservices@yourdigitalagents.com. This ensures our team can access all documents to provide you excellent service.

Frequently Asked Questions

Website Functionality & Plugins

I need an online store. Can you help with that too?

We would be happy to help! We have an eCommerce solution ideal for building out online stores. We can include this service as part of the initial quote.

Will my website be HIPAA compliant?

Unfortunately, our websites are not currently HIPAA compliant. However, we can integrate HIPAA compliant features and services provided by you on your website.

Can my website feature multiple languages?

Yes! We use the GTranslate plugin for this service. The free version uses Google's standard translation service. However, if you would like to edit those translations, you will need to purchase the premium plugin version.

How can I get a social media feed on my website?

We use a free plugin called Smash Balloon to display social media feeds on the website. To install it, we simply need your social profile credentials, or will require a call with if you have 2FA installed.

Can I collect payments or donations on my website?

We use Gravity Forms (a free plugin) to help you collect payments. For businesses hoping to collect donations, we recommend the GiveWP plugin. It is a free plugin, though it does require more extensive installation and will incur additional charges to install.

Do you add any standard plugins to websites?

The following standard plugins are added to every website at no additional cost.

- | | | |
|--------------------|-----------------|---------------------------|
| - Simple History | - OMGF | - Yoast SEO |
| - Yoast Breadcrumb | - Divi Booster | - Divi Accessibility |
| - Smush Pro | - Gravity Forms | - One-Click Accessibility |
| - WPMU Dev | | |

All other plugins requests will be limited by package and subject to integration costs.

I've chosen a premium plugin, what next?

If you need a premium plugin, you will need to purchase the license and provide the necessary information and credentials to your web developer for integration. **Please note:** Integration costs are subject to additional hourly fees.

Frequently Asked Questions

More Technical Details

What happens to the website if I cancel the hosting service?

Once the hosting is canceled, your website will archive for up to 30 days. If you would like a copy of your website prior to cancellation, please reach out to our team and we'd be happy to provide the files to you.

Can you install any website analytics or tracking on my website?

Of course! If you provide the credentials or the codes for Google Tag Manager or Google Analytics Manager, we are happy to install it on your website.

Do I need to host the website with you?

No, but we will require the website to be built in our hosting environment. After that, you are free to move to any host. Please note, though, that any sites outside our hosting environment will no longer be supported by our team.

Can you build, support or transfer a website from Shopify, Squarespace, Wix, Mono, Duda, etc?

In short, no. We only build websites using the WordPress CMS in WordPress Hosting Pro. The companies above use proprietary web building services, which mean that once you leave their hosting service, you will lose the website and will need a new website created.

How will you employ SEO on my site?

We employ the following best practices for your website:

- H1 tags
- Metadata
- Alt Text
- 301 redirect
- Breadcrumbs
- Footer year updates
- Sitemap
- ADA features
- Homepage naming convention for SEO

Is the SSL included on your websites?

Yes, all websites hosted on WordPress Hosting Pro automatically receive SSL certifications.