

# Website Creation Process Outline

Clients often ask for an explanation of how we will work together to create their websites. The following describes the typical phases in the creation of a website. The phases should be considered guidelines; not rules. I want to work with you in a flexible and creative relationship. If you have any questions about the website creation process please click "Contact SimTech" above to get in touch with me.

**Terry Findlay**

***NOTE: Client responsibilities are italicized below.***

## **Phase I: Discussion**

Define services required and project scope. Estimate timelines and costs.  
*A 50% Deposit is required before work commences.*

For straight-forward website development:

*- Client to provide proofed text content (this does not have to be all at once; often clients submit content on a page-by-page basis)*

*- If generic stock photos are not used, client is asked to provide full size images in jpg or tiff format (photography can be arranged at additional cost).*

## **Phase II: Design Concept**

A Design Concept is created based on the discussed requirements of the Client; navigation, layout, images, colors, etc. are determined; typically one week\*. Two revision phases included in the basic design fee (\$150). Additional revisions billed at \$25/hr. *Client approval of Design Concept must be given before proceeding to Development.*

## **Phase III: Development**

Website will be developed based on the Design Concept. Additional pages or design elements out of scope of the approved Design Concept will be billed accordingly. Typical Development time from receipt of all materials (images, final draft of text content) to completion of development is two weeks\*.

## **Phase IV: Final Proofs & Launch**

Once the website is developed, *the client is responsible for a complete final proof of the entire website. Please submit all edits in a batch. Clarity is very important.* Edits may be complete within seven business days\*, and website will be ready for final approval and launch. Two revision phases (batches of edits) are included in the design fee (\$150). Additional revisions are then billed at my hourly rate (\$25/hr).

*Payment in full is due within two weeks (14 days) of website launch (or end of second revision phase).*

\* Design and development time may vary, depending upon current workload, client feedback delays (i.e. if client goes away on holiday) or by agreement between the client and me.