

starting A PROJECT

- Complete Project Planning Questionnaire
- Identify tentative launch date for scheduling purposes
- Review and approve website deliverable list
- Review and approve budget
- Ask as many questions as needed(!)
- Submit initial project payment (30% of project estimated total)

PLANNING + STRATEGY

3-8 WEEKS

Emphasis: Confirming project scope
Goals • Sitemap • Timeline •
Technical Needs + Integrations • Branding

phase
1

phase
2

SITE INFRASTRUCTURE

3-8 WEEKS

Emphasis: Creating the website parts
Content • Design • Technical

phase
3

INTEGRATION

3-8 WEEKS

Emphasis: Coordinating content,
design and programming

phase
4

TESTING + LAUNCH

1-3 WEEKS

Emphasis: Identifying and fixing bugs

phase
5

POST-LAUNCH REFINEMENT

2 WEEKS

Emphasis: Identifying and fixing bugs

FINISHING *the* PROJECT

BILLING

The project invoice will be submitted on the Tuesday following the project completion.

PAYMENT

Due upon receipt of the invoice.

PROJECT OWNERSHIP

Ownership is automatically transferred to you after final payment is received.

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