

A blurred background image of a person with blonde hair wearing a dark t-shirt, sitting at a wooden table. In the foreground, there is a laptop and a cup of coffee on a saucer. A white rectangular box with a black border is centered over the image, containing the text.

**TIME TO
GET WEBBY!**

LET'S GET STARTED.

Think of your website as a storefront, one that is open 24/7. It must communicate your brand AND entice a 'viewer' into becoming a 'customer.' That could mean sales, newsletter sign ups, or any other sort of call-to-action. A great website is always taking care of business in the background.



Fun times

Lots to learn, lots of fun to be had!



PART ONE: DESIGN BRIEF

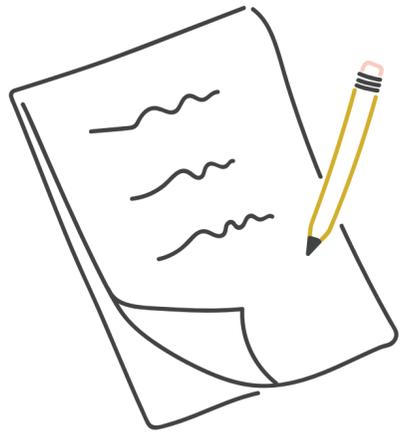
How can you get a great website?

First, we need to lock down your **Design Brief**. You might know exactly what you want, or only what you DON'T want. In either case, I'll help you communicate that by filling out my questionnaire. It will help you (and I) narrow down the function, look, and feel of your site. And more importantly how to achieve your business goals.

I don't have to tell you how important it is to effectively communicate your brand to your audience, that's why you are here in the first place! Welcome.

The big, bad, brief may evolve during our work as the design crystallises. If you have an idea at 2am, or during my kids' dinner time, no worries. We will communicate via a shared Asana project where revisions/feedback are always available (see page 4 for details). Forget about scrounging through email chains. We want this process to be enjoyable, remember?

Note: All clients are entitled to make a certain number of changes but if you go a tad overboard or if you want to scrap everything and start again, additional charges will apply. Don't stress, I'll always be upfront about costs.



PART TWO: CLIENT CONTENT

The all-important, often overlooked part of the **Design Brief**. In a word, words. In your contract this is called **Client Content**. A picture might be worth 1,000 but we still need some chat to go with the pretty pics.

YOU GETTIN' BUSY.

You know your business better than anyone (definitely better than your web designer) so your homework is to communicate that to me however possible: dot points, smoke signals, a telegram, you-do-you. Simply hand it over. As magical as my writing skills are, I still need direction before I start pulling content out of a shiny black hat.

If your industry has guidelines or laws covering what you legally can or cannot say, please let me know upfront and realise that the final responsibility lies with you. Check that my words are legally permissible. My clients are more than welcome to hire their own copywriters (they will need the same sort of instructions/guidelines too).

Giving voice to your brand is a huge piece of the puzzle, and soon everything else will start snapping into place.

Each main page needs:

ONE MAIN THEME

WHY YOU

WHY YOU ARE *DIFFERENT*

CALL TO ACTION

TIPS TO GET STARTED.

- Here are a few big questions to answer before we get this show on the road:
- What service are you providing? To whom?
- Do you solve a problem? How?
- What does your brand sound like? What are some particular words your brand uses?
- What phrases help you sell? Which are cliché and should be avoided?
- Who is your competition? What sets you apart?
- Will you require professional photos? If so organise them ASAP or contact me for help.
- Do you require any animation or illustration? If so we can add this to the standard site build and I can provide a quote for additional costs.
- What action do you want your prospective customer to take? (I.e.: newsletter sign up, make a purchase, share something online, etc...)

WORKING TOGETHER.

Communication lines are always open. We will work off a shared document and/or folder that we can edit together. In your contract this is called the **client content document**.

We will also manage your project through Asana and it is SO important that you use these tools to help us both stay on track.

Anytime I sit down to work I have your latest notes, references, and preferences. This will also include an up to date to-do list. This is the most instant, and painless, way to exchange information.



Yes! Using Asana!

PART THREE: BUILD

THE SITEMAP

Once I have all the information I need, I'll build a visual sitemap so we can all get on the same page very quickly about what it is we're trying to communicate and the best way to structure the information.

[Here's mine as an example.](#)

THE PROTOTYPE

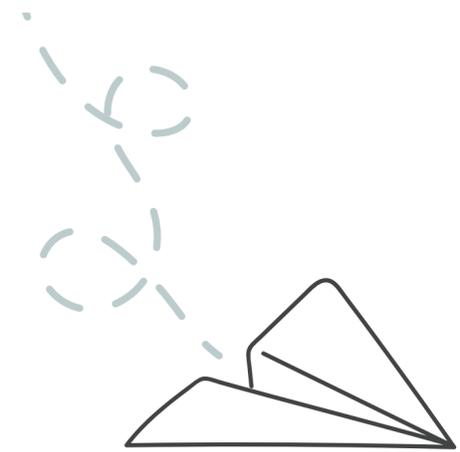
Now instead of trying to tell you what I intend to build and hoping you understand my jargon, at this point I'll build an interactive prototype in the browser to show you how my solution will work. With no attention to design at this stage, it ain't pretty, but it gets us close real quick.

We'll get this all settled before I build any responsive components. I'm not going to build a site at two other screen sizes until we get this first one right.

[Here's what a one page prototype might look like.](#)



Lead on to secondary pages?



THE DESIGN

The fun begins during the design stage because we get to play with the crayons and colouring pencils to bring your interactive prototype to life to match your brand identity.

[Here's that same page fully designed.](#)

DELIVERY

Finally, we go underground for a couple of weeks and make sure everything is plugged in and tested so you can show it off to the whole world.

COMMUNICATION PLAN.

Your website is your very own no-third-party-shareholders-to-please sandpit. It is where you show who you are to your tribe.

What language to use? We will include discover your most comfortable and valued methods of communication, and the primary fascination that you personally and your brand holds for customers. You can take the personal test [here*](#) at any time (upgrading to the full report is entirely your choice but very worthwhile), and the brand test is [here](#). More in depth work on these plans is separate work to be negotiated with me. You'll love it!

*this is a paid affiliate link.

We'll also discuss the SEO and technical skills you might need to learn.

TALKING TO YOUR PEOPLE

We'll make it easy and comfortable



FEEDBACK.

Clear and considered feedback will help us get to the end result sooner. Things to consider: Website elements and their proportions, the overall vibe the site creates, is the site successful in portraying your brand personality? How does it compare to your competitors' websites? Does it highlight your company's advantages accurately? Together we will ensure the end product ticks all those boxes.

And use Asana to do this. PLEASE.



Which parts needs more emphasis? Is there anything which you feel is out of balance?



Which parts do/do not match your aspirational brand identity?



What inspiration images could you provide to help better explain your goal?



Do not use the words like and dislike: describe how the design meets or does not meet your goals.



Describe the problems your audience might have, and trust me to find the solution.



Refer to your design brief. Remember the market we are targeting and the appropriate voice to use.

[THIS ARTICLE](#) HAS A LOT OF WORKED EXAMPLES ON HOW TO GIVE GREAT FEEDBACK. IF YOU ARE STRUGGLING TO FIND THE WORDS PLEASE GIVE IT A READ.

YOUR SITE.

When you take your newborn site home from the hospital, it will be in working order. You will have already agreed that it is to your satisfaction (unless we have an existing pre-determined to-do list because its possible to launch a site with a few things left to do)!

Before I leave the two of you alone together, I'll make sure you feel confident. I will run you through how to make a new post/page/add media, how to update plugins, and how to troubleshoot your site. I will also give advice for how to stay on top of your SEO (however I offer no guarantees as to how your site ranks on Google).

And for the next 30 days months, I've got your back. You heard me correctly, that's one month of awesome support. By me. For Free. (See next page for details.)

My hand-holding will be free of charge, within reason (as long as it is a third party issue, or if you have made a genuine mistake). If you keep breaking ALL THE THINGS, I may decide that you need some additional babysitting, in which case my hourly rate will apply. And fair enough, right?

Keep in mind the nature of websites is they are ever-changing. Code needs constant updating, backups need performing, spam needs trashing, and styles need checking (after updates). I do not offer guarantees past handover date because all of these issues are fluid. If you feel you need regular assistance, we can arrange this together.





WEBSITE TIPS.

Keep in mind, there are many moving parts to a website. It may look pretty on the surface but there is a lot happening below; pages, menus, images, code, hosting, databases...

The list goes on. Use my website as a help resource (add a link here). I am constantly adding tutorials for common troubleshooting issues. If you visit my help pages often you will learn some new skills to help with the maintenance of that shiny, new, site of yours!

We will have a handover meeting and you may also receive a handover document with suggested workflows to help keep your whoopsies to a minimum. This creates less maintenance work for me and leaves you with more autonomy. Everyone stays happy.

I WILL ASSIST YOU WITH TROUBLESHOOTING ISSUES ON YOUR WEBSITE FOR 30 DAYS FREE OF CHARGE, PROVIDED THE ISSUES ARE SIMPLE. After this time, or if the issue is complex, my hourly rate will apply. As soon as I understand the nature of the issue I will tell you what my expectations are.

When I deliver a website it will be bug and conflict free. As Wordpress requires plugin updates this can affect how your site runs. Some examples include: code popping up in strange places, images not loading, or another error. When this happens, it can be any number of issues so tread lightly, if you feel unsure what to do, its best to contact a pro rather than try and fix it yourself.

If your site goes down it's likely an issue for your hosting company and generally has nothing to do with the integrity of your site or its design. Contact your host for assistance but often they resolve the issue from their end automatically.

Please, please, please whatever you do, back up your website. Promise me! There are many user-friendly methods out there. Nothing is more devastating than having a whole site (and all our hard work) disappear. Back it up, pretty please.

A note on images: If you ever want to change the images, or add new ones to your site, ensure you use copyright free images. There are plenty of websites where you can get free or paid images, I have a list of them in the help pages of my website (add link). To reiterate, visit my site often, think of it as after-sales support. It's one great benefit of working with ALD!



To secure your place I require a non-refundable deposit up front. We will execute a contract before we start working together and the balance of fees is due before project delivery.

I will do just about anything to make my clients happy. This work is my passion and I'll do my best to shield you from any frustration. But hey, that's all part of the creative process. For the most part, it's going to be a whole lot of fun.

Thanks for choosing ALD and I look forward to creating something truly unique, functional, and beautiful together.

PAYMENT & TERMS.

Sarah 