



The Web Design Process

Step 1 – Assessing Needs

Did you know that building a website is a lot like building a house? **First**, you need an address for people to find you. Your address on the web (URL) is usually a domain name. You can purchase one domain name (~\$15 per domain name per year, renewed annually) or several and just reserve them until you're ready to develop a site. Domain names can end in many extensions depending on the purpose of the site: .com (commercial), .org (organisation), .gov (government), .ca (Canada), etc... **Second**, you need the property on which to build it. In the internet this is called web hosting because you rent space on a server that hosts your web site. Your domain name(s) are then pointed towards your hosting space. **Finally**, you need a general contractor to construct your dream home. WbC, in addition to being able to provide you with your domain and hosting, specializes in designing and building you your dream home...page! With a team of skilled specialists we can build your entire web site brick by brick making sure every component is up to your standards and ours.

Every product and service you purchase from WbC is backed by our personal support, you can call or email 24/7 and if we're not there to answer your call we will get back too you very quickly with a response to your question. No call centers in India, no pre-formatted emails; real live people who speak your language.

In order to estimate the scope of the project and also find out what you want from the site it is important to gather some information. Here's a copy of some of the questions we ask new clients:

See New Client Questionnaire (attached separately)

Step 2 – Price Quote and Contract

Based on the information gathered in *Step 1* a price quote or proposal is drawn up with a list of what is to be done and how many hours of work it will entail. If you're paying by the hour the hourly rate is \$60/hour and you can skip to *Step 3* (**most clients opt for the contract so there are no surprises**). If there is a problem with the quote we will do our best to accommodate your needs and your budget and another quote will be drawn up. However, if you later ask for something that wasn't included in the quote it is extra and a separate price quote will be given. Once the quote is approved a contract will be signed by both parties. After the first payment (usually 25% of the contract) is made the design process can finally begin.



Step 3 – Rough Design

Based on the information gathered in *Step 1* and confirmed in *Step 2* a rough draft of the design is created. An e-mail with a link to the first draft design is sent and the client responds with ways in which it can be tweaked. Sometimes more meetings are required; sometimes there are a volley of back and forth e-mails; and sometimes we go pretty much straight from the first draft to the building phase or *Step 4*.

Step 4 – Building and Testing

Once the final version of the design is approved it is turned into a template minus the content (any changes to the design and layout after this point will be considered additional work). Then we start creating and filling in the pages with content (text, images, videos, etc.) until the site is complete. All along the way we are testing the design to make sure it's up to par and functioning as intended. We welcome you to join us in the testing process; the more rigorous the testing the less surprises down the line. We normally only guarantee it will work in one version of Firefox and one version of Internet Explorer. If you require additional cross-browser compatibility or other technical specs (we will be happy to oblige; just let us know in advance please.

Once the site is completed we will send you an email with a link to the web site. Review the site and make a list of any changes, tweaks, errors, or concerns you want addressed. You can address as many issues as you would like provided you do not make any changes to the already approved template design or add any new features. All corrections must be provided in no more than two rounds of revision. In other words you can't keep coming up with new changes. You have to provide all the changes you want in either the first or second revision submission. Any changes after the second round of revisions will be considered extra unless it is to fix a bug in the functionality of a pre-existing element.

Step 5 – Pay and Display

After the final look over and approval of the site in *Step 4* the final payment is made and the files are transferred from the developing server to the hosting server. In other words the site is put live at your www.domain-name.com. All passwords and registration info is also handed over at this time.

Step 6 – Promotion

The site has to be found after all! WbC can submit your site to Google, Bing, Yahoo and several others. We can optimize the page for certain keywords to ensure people can find you when they type you into a search. We can write or edit your copy so that visitors do what you want them to. We can also create an online marketing campaign including Social Networking, Article and Blog submissions, E-mail Newsletter Systems and many more options. The most effective online marketing campaigns span periods of months to years and require sustained activity. It's one thing to make it to the top it's another to stay there. For more information on any of our services please contact us: info@wbcwebdesign.com (514) 909-8773.