



## Your website development process

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### Overview

Website development is a team effort between you and W3Now - we each have our responsibilities on the team.

### Your development responsibilities

- **Email us links to 3-6 websites that you like**, and tell us what you like and don't like about them. This will help us determine your likes and dislikes for your website design.
- **Tell us what colors you would like** in your new website. Feel free to send us any materials that might be helpful in designing your website (sketches, brochures, business cards, etc.)
- **Send us your logo image** file, if you have one. We prefer a transparent .png image, but almost any image format will do.
- **Send us the final page/menu names** we should use for the website, like Home, About Us, Contact Us, etc.
- **Send us the final text for each web page** in a Word document. If you need help writing the text, please ask about our copy-editing service (there is a small fee). Please send only the final text, unless we are copy-editing for you.
- **Select one stock photo per web page** from <http://www.123rf.com>. Tell us the photo numbers you like, and we will get the images for you. Or, you can send us your own photos.
- **Tell us the email address(es) to send any user communications**, or online orders, received from your website.
- If you registered your domain name elsewhere (like Godaddy.com, Register.com, NetSol.com), **send us the username and password for your current registrar** so we may move the domain name to us - you will still own the domain name.
- **Tell us what email addresses you want** on your domain name, if any. Like: info@mysite.com.
- After we send you a new web design image, please review it within a day or two and **let us know what design changes to make, or tell us you approve the design**. You can ask us to change it up to 3 times.
- **Approve your completed website** after we are finished building it (in writing), or let us know of any changes.
- **Attend ½ hour phone training** with us after the site is online so you can learn how to update your new website.

### Our development responsibilities

- **Design the website** and seek your approval of the design.
- **Build your web design into the website platform.**
- **Setup your web hosting.**
- **Setup your desired domain email addresses**, if any.
- **Transfer your domain registration to us**, after we receive registrar information from you, if needed.
- After you approve the design, **build each of your contracted web pages**, using your final text and photos.
- **Create any web forms** for your site, such as a Contact Us form, and test to be sure they go to your email.
- **Complete any custom programming** required.
- After we are done, **seek completed website approval** from you, in writing.
- After you approve the website, **make your website go online** on your domain name.
- **Schedule a time with you to train** on how to make changes to your new website.



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### Development process

We will begin development as soon as we receive your signed contract and your advance payment.

1. We will usually have a phone conversation with you about your website ideas, or at least have an email exchange with you about this.
2. After we receive the 3-6 links to the websites you like, your preferred colors, and your logo (if any), we will begin designing the website. We will create an image of how the home page might look. This will take a few to several days.
3. During this time, you can be writing the text for each web page and selecting your page photos from 123rf.com.
4. After we have created an image of the design, we will send it to you for approval.
5. Please review our design within a day or two and let us know of any changes, or let us know (in writing) that you approve it.
6. After approval, we will build the design into the website platform. Note that once we begin building, any further design changes will cost extra.
7. We will then build each of your web pages using your final text and photos.
8. After we're done, we will ask for your approval of the completed website.
9. Please review the website within a day or two and let us know of any changes, or let us know (in writing) that you approve it.
10. After your approval, you will be asked to make the final payment.
11. After final payment is received, we will make your website go online on your domain name. This usually takes 1-2 business days.
12. After your website is online, we will schedule a time with you to train you on how to make website changes.