GBN Web Development

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WEB DESIGN INTRO PACKET

Everything you always wanted to know
(and a little more)

H E L L O !

I'm delighted to discuss your web design project with you. Outlined on the following pages are all the basics about how we'll work together to build your web site. Please read through the entire packet carefully to ensure that my processes work for you. If you have any questions, please don't hesitate to ask.

If everything looks good, the next steps are outlined at the end of this packet!
Email: gbnonline@gmail.com
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W O R K I N G T O G E T H E R

We're a perfect fit if...
- You're ready to be be super proud and confident about your web site.
- You want 1-on-1 attention and collaboration from someone who takes the time to understand your vision and passion.
- You'd rather not deal with all of the nitty-gritty tech details.
- You'd rather not sit in a conference room discussing your new website with 4 or 5 Web Agency "techies" who talk completely over your head!
- You need a web site that will grow your business, and would like it to be with either Wordpress or Shopify.

WHAT'S INCLUDED

A gorgeous, functional & mobile-responsive website custom designed to promote your products and services and attract more clients or customers. It will be built using WordPress or Shopify. Either way you'll end up with a fast, stable website that's easy to navigate and easy to update!

I'll also include my recommended tools to help backup and secure your site, as well as a few I've found that make updating your site easier.

We'll schedule a strategy session in person or via phone or Skype, to nail down all your needs and your client's needs, and get us both 100% on the same page. After the project begins, we'll have meetings every-other week to review what's been done so far, and where we're going next.

Mobile-responsive means your web design will adjust itself to look beautiful and be fully functional no matter the size of the screen.

Just a little nitty gritty details

Average site development includes:
- Custom theme
  Mobile-responsive design tested in IE, Firefox, Chrome, and Safari
- Recommended plugin installation and configuration
- Navigation Menu above or below header with drop downs
- Menu/navigation organization and strategy
- Home page with widget areas
- 5 page templates (home, full-width, right sidebar, left sidebar, sales page)
- 3-Column footer
- Social share buttons on blog posts
- Insertion and formatting of inner pages (About, Services, Contact, etc.)
- Contact form
- Under-header opt-in (newsletter sign-up, buy my book, schedule a phone call, etc...)
- After-post opt-in
- Google Analytics integration plugin
- Site Security plugins
- Automated Backup Software
- PayPal Integration

Please feel free to ask me about other special features!

Note: This website design and development does not include any font, image, or premium plugin licenses. I can help you determine which premium plug-ins you'll need to purchase in order to get the functionality we'll be outlining in our strategy session, and can also recommend free alternatives when available (such as using free Google Fonts).

WHAT I ASK FROM YOU

Before we get started, it would be incredibly helpful if you could provide the following:

Inspiration Links
I need to see what inspires you! Please send at least 3 links to web sites that inspire you.

Your Branding Information
If you have branding in place I will need a copy of your branding guidelines and your logo. If you need a logo I can assist with a wonderful design.

Answers to some questions
I'll send you my Website questionnaire to get an in-depth look at your business, so I can strategically plan your site. (I will be happy to walk through it with you if needed).

Content
To build your website properly, I'll need your content before coding begins, and preferably sooner. This includes text copy and any images you wish to use. Having this information earlier in the process will help me focus the design around your content and highlight all the important aspects to funnel visitors where you want them to go. Please send by email to gbnonline@gmail.com

A key point of contact
In order to keep things moving along smoothly, if you are a larger organization that will require board approval for contract and design decisions, please choose one person from your organization to be the key point of contact for all essential communication and decision notifications.

P R O C E S S

STEP BY STEP

1. Once the proposal is accepted, we'll settled on a start date, the agreement will be signed and the first invoice will be paid via Paypal Invoice.

2. I'll need your content before coding begins, and preferably sooner. Please send by email to gbnonline@gmail.com

3. You'll fill out the Website Questionnaire and upload your logo (in Illustrator or EPS format if possible), all new images & content to our email, ideally 1 week before your start date. This will ensure that I'm fully prepared, and will take the stress off of you because once you hand everything over to me, you can sit back and relax while I do the work!

4. After I've gone through your files we can either set up a planning call or I will send you any questions I may have by email.

5. Based on our planning call and the information you provided me, I'll get started designing 2 mockups of layout & design for your site and send it to you for approval. You can request revisions to this initial mockup up to 2 times to make sure we get it looking just right.

6. After the layout & basic design is approved, I'll send the second invoice and will get started turning the mockup into your actual coded website.

7. Once the design is in place, the content is added, and you have approved the final site, we'll both go through to check all links, optin forms and other functionality to make sure all is working perfectly.

8. When you are ready, I'll send you the final invoice, we'll go live and you can share it with the world!

FINAL TOUCHES

- I will send you a final documents packet with everything you need to take over your website and strengthen your new brand. This includes a WordPress tutorial customized for your website, a brand style guide (with colors, fonts & graphics to use in your other marketing materials) and my favorite resources to help you with your new online presence. If you'd like me to take care of your website for you and are interested in a maintenance plan, we'll go over Website Care options at this time.

- During the month after your launch, I'll continue to be available via email to answer any questions that may come up while you're getting familiar with your new site.

PAYMENT

- 50% of the total fee is due upon signing the contract and before the start date of your project.

- An additional 25% is due upon design approval before coding begins.

- The remaining 25% is due before the site goes live.

I accept payment primarily via Paypal, with which you can use any major credit card. I also accept Zelle (7083590701) and Cash app ($GBNWeb).

NEXT STEPS

WEBSITE PLANNING GUIDE
Our Website Planning Guide will be sent as an attachment to this document, but just in case you need to find it again you can download another copy here -

[Client Resources](#)

WEBSITE QUESTIONNAIRE
The link below will lead you to our Website Questionnaire. It asks important questions related to your current site, necessary logins, and your new website's functionality and design.

[Website Questionnaire](#)

BONUS

We will set you up with our business class hosting with 1 month free. Powerful Web Hosting Made Easy and Affordable. Great Bundle with Every Plan! Free SSL.

Optimized for high-traffic and eCommerce sites, our Business Hosting solution gives you the power and performance you need. No tech skills needed.