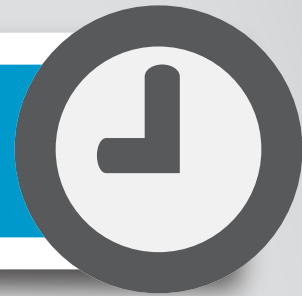


Why is a new website important *now*?

Save Time



Clearly communicate services and FAQ

Ensure all visitors understand information, no matter the device or browser

Make maintenance and content creation simple

Protect Reputation



Your website is often the first or second impression your customers have of your company

Modern websites with fresh content portray success and longevity - two VERY important factors in consumer perspective

Increase Sales



Improved communication and consumer perspective combine to increase sales

Integration with social media will expand customer reach, while your new focused website flow will move new visitors from shoppers to customers

How much of your time will it take?

My clients rarely need a new website built at a time when they aren't busy, so I understand that sometimes I'll just have to work on your schedule. I will keep track of questions or needed reviews to cover during a scheduled meeting, instead of bombarding you with questions throughout the week. Here's an estimate of how much time you will spend with your new website project:

Discovery - 1 to 2 hours

It usually takes an hour or more of talking about your business for me to have a clear picture of your goals. We will schedule this for a time that you are able to take a step back with me to remember why you're in business, what you hope to accomplish, and how you plan to get there.

Content - 30 minutes to 5 hours

The time you should budget for content development depends entirely on what options you choose for your new website. If we go with your current content or you have me develop content for you, there will be no time other than feedback/approvals for content development.

This also applies to any new images you might want for your site – if you find them on your own it may take a lot of your time, or you can let me handle it and just provide feedback and approvals.

Design - 30 minutes to 10 hours

Your feedback and approvals of design will take around 5-10 minutes at a time, which can start to add up if it takes us a while to get on the same page with your design vision. However, many times there are no more than 3 reviews before the final design is approved and I can go to work on development.

Budget an hour of your time to this part of the process, though it can take much longer depending on your preferred level of engagement.



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Development - 5 minutes

Budget 5 minutes of your time for this part of the process, as the only thing you do for this stage is read an occasional update email from me on the progress.

Approval - 10 minutes to 5 hours

Just as with design, this stage can take anywhere from 10 minutes to several hours depending on your preferred level of engagement - budget an hour for this stage of the project.

Total - 2 ½ to 20+ hours

There is a certain amount of chemistry needed between a business and their web developer, and when the chemistry is flat it often translates to more time spent with the project for everyone involved.

The high-end estimate assumes a high level of involvement and multiple revisions. It is possible to be highly involved but still spend under five hours of your time on the project.

The high-end estimate also assumes that you spend your own time writing content and/or searching for licensable images for your new website. This alone could take 10 hours of your time and greatly impacts the amount of your time that the project demands.

