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Requirements analysis  
This includes client goals, target audience, detailed feature requests and as much relevant information as I can possibly gather.

This is where I talk to the client in the very beginning. I ask the client what their goals are, what they want to do.

What the need and want:

The first thing that I will ask a client is if they have a website already. If they do have a website already I ask them what and why they need to change the website.

If the person needs a new website I start asking questions as to if they need a new domain, do they need to have hosting or do they already have this organized. How many pages are they thinking of having. I try to get a feel as to how they are thinking and what their needs are. I explain as much as I can over the phone.

When a client is in the area I will offer to meet with them, if they are out of the area I offer to give them phone conferences to understand more or I give the client the choice to explain their needs over email.

I also ask the client how they would like to advertise. I ask them if they already have social media. If they do have social media I ask them what type of social media that they have. If the client does not have social media I make sure to tell them that I can provide a start for their social media and set it up for them. I explain to the client the reason that social media is something that they are going to want for their website. I also explain to the client that they will need to keep up with their social media for it to work. All clients are different and require different social media. For instance if I talk with my client that owns a motorcycle business; this client may only need to have a facebook, linkedin, and maybe a twitter or if I talk with another one of my clients that is an interior designer the need facebook, linkedin, twitter, pinterest, houzz, and many more. The motorcycle company may have a blog page that has a few post where as the interior designer is more focused on having many blog post that go out around 3 times a week. The motorcycle guy does not necessarily want to deal with this aspect of his website.

I make sure to tell the client that I also do SEO marketing for them. If they are interested this is a different fee. I make sure to tell the client that SEO is best if changed on a monthly basis since everything is changing constantly. This is one of the hardest things to make a client understand and since it is not an automatic part of web design they will not see immediate results.

I talk with my client about the privacy page and that we can make it generic, but it is necessary for some of the ranking in google.

Once I do get a client and they want to start sending me things; I tell them to open a dropbox account. I explain to the client on how to use the dropbox account and how they need to create new folders for each page that they would like to have. This keeps things organized for the client and myself. I always know when they have something for me to do. They can also send larger files through dropbox at one time and do not need to send things one at a time.

Once I get the job I also share dropbox folders to employees and deligate on what should be done. This is any easy and useful communication for us as a small business that is just starting up.

Once I am all done with the conversation at the very beginning and get the job I always make sure to ask the client what the time frame is. I give them a reasonable time frame in what I can do the job. I always make sure to tell them if they do not have a time frame now and decide on one to let me know 2 weeks prior so that I can deliver the job professionally.