

SIGNATURE WEB EXPERIENCE *timeline + process*

1-2 weeks prior	WEEK ONE	WEEK TWO	WEEK THREE
<p>50% deposit invoice paid + project contract signed</p> <p>Project scheduled, added to calendar + questionnaire sent</p> <p>Commence filling out project questionnaire, sharing copy (website content), images, fonts, logos and login credentials</p>	<p>Kick-off strategy call</p> <p>Website style direction sent for review</p> <p>Feedback provided after 2 business days</p> <p>Start building homepage wireframe</p>	<p>Homepage wireframe sent for review</p> <p>Feedback provided after 2 business days</p> <p>Start full website build</p>	<p>Continue to design site</p> <p>First draft of website sent for review</p> <p>Feedback Round 1 provided after 2 business days</p> <p>Feedback applied to website and resent for review</p>
WEEK FOUR	WEEK FIVE	WEEK SIX	POST-LAUNCH
<p>Feedback Round 2 provided after 2 business days</p> <p>Feedback applied to website and resent for review</p> <p>Sign-off of final design or purchase additional refinement rounds</p> <p>Any final refinements made</p>	<p>Run through final site checks for links, styling, functionality and SEO</p> <p>Launch date is planned (or Coming Soon page implemented)</p> <p>Domain and blog are connected to website</p>	<p>Final SEO is implemented</p> <p>Final invoice is paid</p> <p>Website goes live</p> <p>Send launch graphics</p>	<p>Video walkthrough preparation on to make basic website changes</p>

■ YOU - THE CLIENT ■ ME - THE DESIGNER

NOTES / TIMELINES

Our design week will typically start on a Monday. However, given time zone differences, days may vary. This timeline and process is applicable for the new website. If needed some transfer or migration, timeline will be adjusted.

REFINEMENT ROUND/S

There are 2 rounds of refinement included in this project timeline. To stay on schedule, feedback needs to be made within a specified time to ensure you get the full amount of feedback time if it's needed.

RUSHED / DELAYED / PAST DEADLINE CHANGES

Any part of the project that needs to be rushed, delayed or falls outside of the allotted project timeline will be made at my hourly rate or quoted for separately. Content that comes in after the start date may be subject to fees or a deadline push.