REGAL CREATIVE WEB DEVELOPMENT PROCESS

STEP 1: THE INTERVIEW
In an initial interview, we will ask you some questions about your Web site needs:
- Why do you want a web site?
- What is your audience?
- What objectives do you hope to accomplish with your site?
- What colors would you like for the site?
- What do you want to communicate to your audience?
- Can you name some examples of existing sites that you like or dislike and why?
- Can you show examples of your current marketing materials, logos, pictures, etc. that you would like to incorporate into your Web site's design
- What goal would you like to accomplish in the next year with your website?
- Are there any specific features or functions you would like used with your website? [i.e. - calender, blog/forum, contact forms, photo gallery]

Things you may want to bring to the interview.
- Documented answers to the above questions.
- Any documentation regarding information you want on your site (e.g. business card, any promotional material, pictures, logos, etc.)
- Any electronic media copies of the above.
- Questions that you have.

STEP 2: THE DECISION
After the interview, we will create a proposal based on the items discussed in the interview. With the proposal accepted, the service agreement is drawn up in accordance with aforementioned proposal. Once signed, the website building process begins.

Also at this time, we require all account information [i.e. - hosting login, registrant information, merchant/paypal account info, etc.] to be provided, via electronic format [i.e. - word document, .txt document].

STEP 3: THE COMPREHENSIVE LAYOUT
[Business day after signing]
At this point in time, we start the design process for what we call the initial "comp", or "mock-up" for your site. This process takes approx. 1-2 weeks to complete, and at this time, we ask that the site content be created, revised, or organized.

When the initial comp is ready for review, the client will make notes on what changes need to take place, if any. If the scope of your project changes at this time, an adjustment to the cost will be made. Once requested changes are complete, if any were made, and the initial comp is approved, we will then begin the adding of the content. Changes to the design and layout after approval of the initial comp will be subject to additional cost. [To keep the process of the project moving, we ask that all content be created, revised, or organized within a three week period from the start of the project [signing of agreement]. This gives one more week after the initial 2 week comp period to submit finalized content.

STEP 4: PROVIDING SITE CONTENT
[Approx. 3 weeks after project start]
At this time, the initial comp has been approved. We ask that all written and graphical content [provided by the client] be provided via electronic format [i.e. - Word document, .txt file for textual content; .jpg, .gif, .png, etc. for graphical content].

STEP 5: SITE DEVELOPMENT
We will develop your site in the format that was agreed upon and based the information you provided.

STEP 6: THE DEMO
[Approx. 2 weeks for the average site]
After all content is provided, comp approved, etc. we will work diligently on building the demo for your site. This provides a working example of the site structure, function and features. This will be based on the agreed format and functions and features as specified in the signed service agreement.

STEP 7: REVIEWING / TESTING / PROOFING
As you test and review your demo site, please let us know of any changes [not including site layout or design] that need to take place. While we ask that all materials be proof read before submission, mistakes may still occur, so any errors in content you find, we ask that those changes be made at this time. We work with you to give you the best service – we aren't satisfied until you're satisfied.

It may also be helpful for you to have others review your demo site as well, especially people outside of "circle", or organization. Getting input from people with varying levels of experience in proofing, internet, and marketing is especially useful for obtaining exactly what you want.
To note, we will briefly proof your site for formatting, but the detailed proof is ultimately your responsibility.

STEP 8: GOING "LIVE"
Once all the changes and corrections are made and you approve the design, we will post your site live on the Internet [time to post is contingent on server upload time [can take anywhere from a couple of hours to a couple of days]]. Please note that you will still be responsible for promoting your site. Depending on your site's audience, only a small portion of your visitors may arrive from search engines. If SEO has been discussed and an SEO plan agreed upon, we will begin those services at this time.

Also at this time, you will receive all necessary passwords for email, CMS login, etc.

STEP 9: FINAL INVOICE / TURNOVER
Once the site is completed to specification, a final invoice will be processed and sent. This will be for the amount specified in the service agreement, less any monthly SEO fees, hosting fees, or others that may be agreed upon.

STEP 10: CELEBRATE AND PUBLICIZE!
Congratulations! Your new Web site will provide an effective tool to finding new clients, building relationships, and promoting your business.

I have read, understand, and agree to abide by the policies and processes stated above.

_____
Client

_____
For Regal Creative