

# LONETREE

## WEB STUDIO

Web Development and Web Maintenance

## LoneTree's Web Design Process

### I. ANALYSIS AND DESIGN

- Initial Consultation and Discovery
- Analyzing your Product and Your Competition
- Design Concepts
- Project Planning and Site Specifications
- Design Review and Revisions

### II. DEVELOPMENT

- Build and Test

### III. LAUNCHING

- Website Launch
- Marketing and Ongoing Maintenance

### I. ANALYSIS AND DESIGN

#### Initial Consultation and Discovery:

The initial consult is done in person, by phone, or through e-mail. We will discuss what your ideas and needs are for a website to determine size, structure, your information technology needs, and the image your business should convey to customers.

At this time we will also discuss domain names, web hosting, functionality, site size, site structure, and above-the-fold layout.

We will also discuss the time-frame you have in mind. A typical time-frame for a 5-10 page site is 2-3 weeks AFTER receiving all surveys, content and images from the client. We also discuss cost.

#### Project planning:

Next, we will provide you with a questionnaire for you to complete about your project, your audience, and your business requirements. The information you provide will be the foundation for planning the site; thoroughness and effort in completing the questionnaire is essential.

Next, we will take inventory of what marketing materials and assets you have in-house already that might be helpful in providing content for your site. Does your company have a logo and a consistent branding that we will want to carry over to the web site? Do you have logos and photos in a usable file format? If not, we should be able to request those images or arrange to have images made.

A staging area, and hosting space is set up for you at this time. Domains and hosting space, if needed, are also purchased at this time.

#### Analyzing Your Product and Your Competition:

We will study your product and look at how others are positioning the same product. We will discover the right image you need to sell your product. We will come up with the *leading edge* -- learn what strikes the emotion that tells the prospective buyer that she needs *your* product.

We will analyze the sites of *your* direct competitors as well as look at how the top leaders in your industry are promoting themselves. We identify your primary audience(s) and create your identity.

#### Design Concepts:

Next, the following documents are provided:

- *A site map* of the proposed navigation chart diagramming the site structure and page labels in a PDF downloadable format.
- One to four *sample design layouts/compositions* designed in Photoshop are published on the web.

#### Project Planning and Site Specifications:

In addition to the items above, we also publish a site specifications document on the web that lists:

1. Features and cost.
2. Proposed schedule for completion.
3. Content needed/recommended.

This site specification document is used to manage the project, schedule tasks, and track the project. We will be tracking the content needed, updating, and E-Mailing a link to you each Friday.

### **Design Review and Revisions:**

Next, you will review the sample layouts on the web and make a decision, or request revisions. At this time, you will also review the site map that outlines the proposed navigation. These are the pages and navigation style(s) being recommended for your website.

Once you have made your decisions, you can contact us by E-Mail at [info@lonetreewebstudio.com](mailto:info@lonetreewebstudio.com) or telephone us at 925 240-7999 to let us know your choices.

Next, we confirm the design layout selected, the use of branding, images, font treatments, and color palettes. This can be done by E-Mail or over the phone.

Next, Karen provides a final list of content on the site specification document. Included are:

- 📎 A final list of *images, artwork, and logos*.
- 📎 A final list of *text*, broken down by page labels.

**Any Additional Costs:** Images submitted by the client that require restoration or time-consuming manipulation will be identified and additional charges of \$70.00 per hour may be added to the current web pricing. Any other additions that have been agreed upon will be added at this point and billed.

Please -- don't hesitate to discuss any design changes you'd like prior to approving the design samples. We are happy to assist you in reaching your design expectations. It is important to remember that any changes to the layout, menu, information structure, type faces selected, color palette, or graphics -- once you have approved the design will be billable.

An invoice is prepared and 50% of the total price is due at this time.

## **II. DEVELOPMENT**

### **Build:**

After client approval, receipt of images and content, the pages are constructed.

Meta tags, key words are created at this time and placed in the headers of each page.

Content that is to be authored by LoneTree is prepared at this time.

### **Test:**

**Quality Assurance:** Every website we develop undergoes testing on various browsers and monitors. We strongly encourage clients to participate in the testing process.

At this time, you will also be given an opportunity to submit changes/edits to the body of the content you've provided. There are two types of changes/edits:

- 1) corrections of errors
- 2) style changes

Submit your changes/edits in the body of an E-mail noting carefully what you are changing using the exact wording, punctuation, and spelling you want displayed on the web page; indicate the type of change/edit you are submitting in the Subject Line of the E-Mail.

- 1) Errors are corrected immediately or by close-of-business Monday thru Friday -- 8:00am to 6:00pm.
- 2) Style changes are made within a one - three day turn around.

## **III. LAUNCHING**

### **Web Site Launch:**

We publish your new website using your domain name and hosting service.

The final or total payment of the product is due at this time.

### **Marketing and Ongoing Maintenance:**

Your level of involvement in the follow-up marketing and the ongoing maintenance of your site are up to you. Some aspects of marketing your site will begin during the planning and building phases (like creating meta tags containing your site description and keywords which will help the major search engines index and rank your site). Other ways of marketing your new site are to get other sites to link to your site (such as trade groups and industry related sites), and to include mention of your new site on all collateral marketing materials you may produce (business cards, advertisements, CD jackets, brochures, etc.).

Ongoing maintenance is another consideration. Lone Tree Software Services will typically continue to work with you whenever your site needs updates or modifications. Typically maintenance fees (writing content, preparing graphics, and photography for the web,) runs \$70.00 hourly.