

# project phase timeline

## the creation of a website



### Phase 1: Discovery

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This phase covers the initial consultation and research of your market. Once we receive your “Let’s Get Started!” form we research your market to see what solutions you would benefit from having.

⇒**Time Frame:** Phase 1 usually takes one to two weeks.

⇒**Client Responsibilities:** Execute agreements for production of website along with “Let’s Get Started!” form.

### Phase 2: Design

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This phase covers the selection of a layout for your website. Your designer will prepare a few designs for you to review. These designs will be emailed to you as a PDF document. Once your designer receives feedback on the design you prefer the designer will “polish up” the selected design and send it to you via email once more for your approval. Upon final approval we move to the next phase.

⇒**Time Frame:** Phase 2 usually takes one to two weeks.

⇒**Client Responsibilities:** Clients must be able to check email regularly and communicate preferences for the design proofs promptly and effectively. You will need to approve your selected layout before moving on to the next phase. You must have your content (text, pictures, graphics, search engine keywords, etc.) emailed to your designer before moving on to the next phase.

### Phase 3: Development

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This phase covers the transition of your website from a proof into a real working website. Your website will be tested for compatibility and functionality.

⇒**Time Frame:** Phase 3 usually takes about one week.

### Phase 4: Conclusion

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This phase covers all details to wrap up your website project. Your content will be added. Email addresses are created and you’ll receive a tutorial on how to set them up on your computer. You’ll be able to review your website before it is “live” on the internet.

⇒**Time Frame:** Phase 4 usually takes about two days.

⇒**Client Responsibilities:** Add your website address (and email address) to your current marketing materials.

