



Cara Mooney Designs

Process Overview/Payment Plan

Stage 1: CONCEPT

- Evaluation and planning
- Learn about your company
- Discuss the purpose of the project and your objectives
- Go over *Questionnaire Form*
- Tentative sketches and discussion
- Logo design (if applicable)
- Color scheme development
- Organize Pages and navigation
- Look over/discuss website content and images

Stage 2: DESIGN

- Conceptual sketches
- Website design mockups
- Design is approved by client
- Signoff on design

Stage 3: TECHNICAL

- Coding of design to HTML and CSS
- Uploading files on my server so they can be viewed live

Stage 4: CONTENT/CMS

- Create pages using coded design
- Minimal revisions and changes follow
- Text and images are added to pages
- Design and development is fully finalized
- If using WordPress (coding of WordPress theme, adding text and images)

Stage 5: TESTING AND LAUNCHING

- Website content finished
- Testing with browsers and devices
- Finalize website
- Transfer and upload files to client server
- Launch website and make live

Stage 6: MARKETING AND SEO

- Search engine optimization
- Google Analytics
- Google Pages/Business
- Modify content for keywords, meta tags
- Submit website to directories
- Social Media/Marketing

*** Payment Plan can be broken into 50-50, with the first 50% paid upfront before any work begins, and the 50% after the project is completed. The other payment options include payment installments in between various stages.**

** The overview displayed shows major benchmarks in the design process of a full-website design project that includes HTML and CSS pages, coding, WordPress (a lengthy process on its own), with SEO and marketing (varies). Not everything may be applicable to your particular website project.