



clearblucreative.com

# Clearblu Creative Getting Started

## WEBSITE PLANNING

We try to make the process of getting your web site finished as quick as possible. But **planning and strategy comes first**. That's where this website planner comes in handy. Without planning first, your web site can become a disaster, wasting your time and hard earned money. There are several steps we go through before completing your website:

## **1. Planning & Strategy**

We start the process by having you fill out this Website Planner Workbook. This book gathers information about your company, services, audience, purpose, site goals and more. This planner will also give you a full outlook of how you see your website, and how we find out your objectives and goals for your project. We will give you as much time as you need to review the planner and answer all of the questions asked. We use this information to help us deliver an accurate quote. This will also help us in the future if you decide to accept our proposal.

## **2. Website Proposal**

After you have finished with this Website Planner Workbook, we will gather the information and draw up a proposal for your approval.

## **3. Agreements & Deposits**

If our proposal for your website development is accepted, we will require half the full amount as a deposit. Along with an invoice, we will send you a contract. The contract will state the project amount, terms and agreement, and other miscellaneous items.

## **4. Gathering your materials**

Now is the time to start collecting materials for your website. Anything that you can provide to help us design your website will help. This includes, but is not limited to; brochures, business cards, and photos of your business. If you're selling products, we will probably need photos, product weight, and cost. The more information and materials with which you provide us, the quicker your project will be completed and the better the overall results.

## **5. Working with your materials**

Resizing photos, photo optimization, color sampling (for those who want to match a corporate color to their site design), product weight & pictures, and similar tasks are all done during this phase of the web design process.

## **6. Content**

Starting with your home page, we will start building your website. After this is completed and approved we will move on and start placing content into your website.

## **7. Scripting & Databases**

If you requested any special scripting (contact forms, feedback forms, databases, reservation systems, etc.) then we will integrate the scripting into your website.

## **8. Web Site Completion & Debugging**

After you have reviewed the website, and everything is in correct order, we will start by reviewing the site ourselves. We will check website load time, browser testing, resolution testing and the overall optimal performance of your site.

## **9. Site goes "Live"**

Your site is published for the world to see! You can now start advertising your website: tell friends, business acquaintances and publish print material with your website address.

## 10. Site Optimization & Online Marketing

Your site is optimized so that we can correctly market your website. We will use the keywords and descriptions of your site that you have gave us in your planner. We will then start by submitting your website to search engines and do any other website promotion services that you requested.

## ORGANIZING & INFORMATION GATHERING

Gathering information for your website can be confusing. Questions arise such as "Where do I put this information?", "What do I put on this page?", etc. Here are a few ideas of what to use to get you on your way:

- Logos you have gathered (on disk or otherwise)
- Text you have prepared yourself
- Company Information
- Catalogs
- Brochures
- Manuals
- PDF materials that are named correctly
- Photographs you have taken or gathered related to your company