

How Our Process Works:

The Design / Build Process

<p>1 PLANNING</p>	<p>The first thing we will do is discuss what the basic project goals are, what kind of clients you target, and whatever you can tell us about your products or services. (We like to be familiar with your company’s history, purpose, and image.) This is done by using our Client Questionnaire.</p> <p>Next, we will work with you to develop a specific outline of your website presence. This outline will come from completing our Project Overview document. It will serve as a concrete guide to the sections that Pyramid will construct for your site, as well as, the basis for the estimate we will provide. This gives us a complete list of the sections of the site and the approximate size and detail of each section. It is crucial to designing a clear, effective navigational structure for your site.</p>
<p>2 DESIGN</p>	<p>Once the outline is completed and the estimate provided and approved, you will need to sign the Service Agreement. At that time, 50% of the Website Design cost estimated will need to be paid. We also offer monthly payment plans to spread out these costs over a 12 month period, dramatically reducing the up-front costs of your site design. During this process, we will obtain your domain name and you will decide on your hosting plan. Hosting is a separate cost from the site design estimate. We also offer both monthly and annual plans for hosting and maintenance. We aim to be as transparent as possible with the costs associated with the development of your internet presence. No surprises.</p> <p>Using the Project Overview as a guide, you will need to begin writing the site copy and gathering all pertinent photos and graphics. You must make absolutely sure that you have included all of the text, as well as, photos, logos, and other images you wish to appear within the site.* These finalized content elements must be approved before we can move to the next phase. Any additional content edits beyond this point will incur additional billable items.</p>
	<p>*Please refer to our Submission Policy for information on formats, file types and final copy criteria.</p>

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<h3>3 PRODUCTION</h3>	<p>When we reach the production stage, we will design the overall look and feel of the site. Here, we will need any existing ads, brochures, business cards or other marketing collateral that your company uses, so that we can seamlessly integrate your business personality into your new website. We will post several layout prototypes for your approval. You can mix and match features from each and give us specific notes and suggestions on how you want your website to appear. This gives you maximum flexibility to choose the best fit for your organization's unique marketing style.</p> <p>Once you approve the look and feel, we construct the site, adding your final copy content from section 2 above. We will code and develop all of the functional elements that make up the first complete draft of the site. This combines text, graphics and technical features of your site as it could appear on the Web. You are given another opportunity to make adjustments before approving the site as a whole.**</p>
<h3>4 POST-PRODUCTION</h3>	<p>After we make any modifications that you may have, you will check our work for one final time before your new site goes live. At the end of this stage, we will test your site for download speed and browser compatibility and optimize it for fast, reliable performance.</p>
<h3>5 PRE-RELEASE</h3>	<p>With no additional modifications from section 4, you will approve the launch of your website and pay the remaining balance of your invoice. At this time, we will discuss update procedures, maintenance plans and promotional strategies to ensure that your site continues to grow and attract visitors.</p>
<h3>6 DEPLOYMENT</h3>	<p>Your completed website is beautiful. We will now post it LIVE onto the Internet for the world to enjoy! Once we go live with your site and as your internet presence increases we turn to the ongoing website updating and maintenance.</p>
<h3>7 MAINTENANCE</h3>	<p>Every great website is always being updated with fresh, current, and timely content. Website updating will be completed either by Pyramid on your behalf or through our content management system (CMS). If you have elected for CMS you can be in control of your own updating and if you need development outside of your comfort zone remember Pyramid is here for you. This goes for the website itself as well as your social media engagement.</p> <p>When updating requires more than just text tweaks we will return to this design/build process at step 1. Planning.</p>

You will be checking our work as we go, and can make any necessary changes or additions prior to **design finalization. Be aware that any major design changes such as new sections or retooling the menu graphics may increase the total cost of the project.

As always, we will meet with you one-on-one to discuss your design modifications and update the project overview with your Account Manager or webmaster.

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Client Questionnaire

Company Name:

Position:

Contact Name:

Website Address: http://

Contact e-mail address:

Contact phone number: -phone

Pyramid contact: -fax
Jason Bender
Jason.Bender@pyramidwebdesign.com

Business Questions

1. Do you currently have a website? (Yes / No) If yes, what is your URL address. www.yourcompany.com
2. Have you thought about a domain name? Is it available? Have you registered it? If so, what is your domain name and who is it registered with?
3. Please provide a brief business background - # of employees, time in business, purpose/services, competition, etc .
4. What is the short-term budget for this project? (Long-term?)
5. What are the project timeline goals and specific deadlines?
6. Who will develop the content for your site (text,photos,media)?
7. How many people are involved in the approval process?

Please list individuals:

Name:

Email:

Phone:

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Marketing Questions

1. Who are you trying to reach? (Typical customer profile (Demographics?) Customer base?)
2. How or why would someone know of and come to this site? (Will you need online promotion such as: ads, links, banners, search engine submission, social media presence?)
3. How will this site reflect your image and current advertising and PR efforts? (Please provide samples.) Business Card, Brochures, Menus, Ads, etc.
4. What kind of look and feel would you like for the site? (Should the site be: fun, informative, professional, entertaining, urgent?) List several sites that you like and why.

Website Purpose Questions

1. What are the main goals? What is the main purpose for this site?
2. What is the single message you want your audience to take away from the site?
3. Mandatory site information: What has to be on the site?

Technical Questions

1. Do you currently have or will you require email off your domain? (email@yourcompany.com)
2. Will you need hosting services?
3. How often will the site be updated? (Daily? Weekly? Monthly?)
4. Will you need database information accessible from your website? Like inventory system or shopping cart.
5. Do you use a desktop, Laptop, tablet, iPhone, Android smartphone, etc?
6. What is your operating system? (Windows, Apple, Linux, Android, Chrome)

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7. What Internet browser do you use? (Microsoft Edge, Firefox, Google Chrome, Safari, Opera)
8. What size monitor do you use? (15", 17", 19+)
9. What kind of personal Internet Service do you use at home? (cable, DSL, fiber, Satellite) Who is your Internet Service Provider (ISP)?
(AOL, Comcast, Charter, AT&T, Google, Starlink)
10. How often do you check your email? Do you check on your phone? What about TEXT message? How often?
11. What is your preferred method of communication? Please also rank them from most preferred to least preferred.
 - ____ Face-to-Face : (day of the week or time) _____
 - ____ Phone Call : _____
 - ____ Text Message : _____
 - ____ Email Communication : _____

Thank you for taking the time to supply us with this vital information. It is crucial to the success of your future website presence.

Together we can - ***Build Something that Lasts!***

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Project Overview

<p>Client/Organization Information: Company Name: Contact Name: Website Address: http:// Contact E-mail Address: Contact Phone Number: Fax Number:</p>	<p style="text-align: center; color: orange;">Mailing and/or Physical Address:</p> <p>Client ID Number: Stage: Planning</p>																											
<p>This outline will serve as a guide to the sections that Pyramid will construct for your site as well as the basis for the estimate we will provide. Please check off each section needed for your site as well as checking each function you wish to be built into the page. It is important that you label the services/products in #2 with their exact titles and give a brief description of how much information will be contained within. This is to ensure that we have a full list of the sections of the site and the approximate size and detail of each.</p> <p>Sections and Content</p> <p><input type="checkbox"/> About the Company <input type="checkbox"/> Locations/Hours <input type="checkbox"/> Mission Statement <input type="checkbox"/> Company History <input type="checkbox"/> Investor Relation <input type="checkbox"/> Directions/Map <input type="checkbox"/> Privacy Policy <input type="checkbox"/> Company News or What's New</p> <p><input type="checkbox"/> Company Services/Products <input type="checkbox"/> Service or Product 1 _____ <input type="checkbox"/> Service or Product 2 _____ <input type="checkbox"/> Service or Product 3 _____ <input type="checkbox"/> Service or Product 4 _____</p> <p><input type="checkbox"/> Portfolio and/or Gallery <input type="checkbox"/> Sitemap <input type="checkbox"/> Order Form (Online forms) <input type="checkbox"/> Contact Us <input type="checkbox"/> FAQ (Frequently Asked Questions)Page <input type="checkbox"/> Additional Item <input type="checkbox"/> Additional _____ <input type="checkbox"/> Additional _____</p>	<p style="text-align: center; color: orange;">Services and Responsibility</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr style="background-color: black; color: white;"> <th style="width: 25%;">3rd Party</th> <th style="width: 25%;">Pyramid</th> <th style="width: 50%;">Service</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td>Domain Registration</td></tr> <tr><td> </td><td> </td><td>Domain Name Management</td></tr> <tr><td> </td><td> </td><td>Website Hosting</td></tr> <tr><td> </td><td> </td><td>Website Design</td></tr> <tr><td> </td><td> </td><td>Email Hosting</td></tr> <tr><td> </td><td> </td><td>Website Updating</td></tr> <tr><td> </td><td> </td><td>E-marketing (Social Media and/or SEO)</td></tr> <tr><td> </td><td> </td><td>E-commerce</td></tr> </tbody> </table> <p style="text-align: center; color: orange;">Functions and Programming</p> <p><input type="checkbox"/> Mailing List (Newsletter) <input type="checkbox"/> Use of a CMS access (Client can update website) <input type="checkbox"/> Shopping Cart (a few items for sell) <input type="checkbox"/> Full eCommerce Website (100s or 1,000s of items) <input type="checkbox"/> Database Content & Programming (PHP, JavaScript) <input type="checkbox"/> Blog <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____</p> <p>SECTIONS INCLUDE: (Major Menu Choices) Example: HOME ABOUT US PRODUCT ONE PRODUCT TWO CONTACT US</p>	3 rd Party	Pyramid	Service			Domain Registration			Domain Name Management			Website Hosting			Website Design			Email Hosting			Website Updating			E-marketing (Social Media and/or SEO)			E-commerce
3 rd Party	Pyramid	Service																										
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Make a list of sections & features that you **need** for your site and include features that are not required under **wants**.

NEEDS	WANTS

Describe what you **like** and **dislike** about other sites on the web and your current site if you have one. Please also provide website you like as a model or feature to emulate. Be specific.

LIKES	DISLIKES
Specific Websites	Specific Websites

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Submission Policy

This section gives you the guidelines and helpful hints that will speed up the initial steps of organizing your website, and what file formats we can accept if you are sending us text or image files.

Platform

We are fully functional on both PC and Mac. Please specify whether the files are formatted for Mac or PC.

Image File Format

When sending photo files, please send them in TIFF format when possible. Second choice is GIF, PNG, PDF or JPEG format. Photographic quality should be in JPEG format, and line art or computer graphics should be saved in GIF or PNG format.) Check below to see what programs we can interface with. The key is to make sure the photos are in the largest size possible. (highest resolution)

Proprietary Program Files We Accept

Adobe Photoshop, Adobe Illustrator, InDesign, PageMaker, Corel Draw, Corel Photo, Paint, MS Word, Notepad (.txt files), Adobe PDF, MS Excel and MS Access. If there's one you have that we didn't mention, let us know. We may be able to accommodate that format too!

Final Copy and Content Coordination

We prefer that you send us final copy text, with no further edits to be made. This means that the text you supply us is complete and exactly as you wish it to appear. This allows your staff to have direct control over wording and information and also makes updates quick and simple for the web staff. If you need help writing or editing your text, we can provide that service for a content coordination fee.

Getting Your Files to Us

To keep it simple, Pyramid does require that text be either e-mailed as attached documents or sent on flash drive, or CD or DVDs via "snail mail" or in-person. Any text or content provided in a non-digital format will be subject to a nominal content-coordination fee. This includes printed documents that will need to be retyped by the web staff. Many of our clients have found that the easiest way to send us their text copy is in an e-mail file attachment. Attached documents are a tremendous help to the web staff in updating your page in a timely manner.

E-mail Attachment

Pyramid requires that e-mailed submissions be attached as separate documents instead of including site content in the body of the e-mail message itself. This prevents formatting problems with paragraph layout and in addition, can prevent gibberish or glitches in the text when the original document is transferred to HTML coding language. If you choose to e-mail your submissions, please make a note of any formatting you want to have done, such as bold words, Italics, graphic placement, etc. If they are large files, you may want to zip your files up using compression software like WinZip or CAM UnZip (available at <http://download.cnet.com>).

Snail Mail

If you choose to "snail mail" your content we will happily send them back to you once we have extracted the files we need (If you wish).

Hard Copies

If you do not have access to a scanner, don't panic! Just send us your photographs. Pyramid Web Design will scan them for you, retouch them if necessary, and convert them into the proper formats for a small, per-photo fee. If you would like copies of your digitized photos on CD or flash drive, we can also provide that service for you at no additional cost. We will send back the hard copy photographs with whichever disk type you specify.

These are just guidelines; we will work with you to make the entire process is simple and straight-forward. Just ask us, we will be able to accommodate your requests.

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