

## HOW IT WORKS: The Design / Build Process

<h3>1 PLANNING</h3>	<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 product or service. (We like to be familiar with your company's purpose and image.) This is done by using our <a href="#">Client Questionnaire</a>.</p> <p>Next, we will work with you to develop a specific outline of your website. This outline will come from completing our <a href="#">Project Overview</a> 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>
<h3>2 DESIGN</h3>	<p>Once the outline is completed and the estimate approved, you will need to sign the <a href="#">Service Agreement</a> and provide a 50% deposit. At this point, your domain name and hosting plan will be selected.</p> <p>Using the <a href="#">Project Overview</a> 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 <b>photos, logos, and other images</b> 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 be billable.</p>



<p><b>3 PRODUCTION</b></p>	<p>When we reach the production stage, we will design the overall <b>look and feel</b> 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 <b>look and feel</b>, 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>
<p><b>4 POST- PRODUCTION</b></p>	<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>
<p><b>5 PRE- RELEASE</b></p>	<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>
<p><b>6 DEPLOYMENT</b></p>	<p>Your completed website is beautiful. We will now post it onto the Internet for the world to enjoy!</p>

\*Please refer to our [Submission Policy](#) for information on formats, file types and final copy criteria.

\*\*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 project overview with your Account Manager or webmaster. If your interested in having a website presence please contact us for a Kickoff Meeting.

