

The purpose of this document is to explain clearly and simply what you can expect when you have us design your website. Here's a quick step-by-step checklist for you, so that you can easily keep track of what's involved in the process:

- First, we'll set up a conference to talk about what kind of website you're looking for. This conference will most likely be over the phone, but if you're in our area, in-person meetings are just fine!

Meeting scheduled for _____ at _____

- Next, once we've discussed your site, you'll receive a price quote from Libera Web Design. This gives you a "ballpark" figure for the final cost of the website design.

My estimate: \$_____

- After we agree to begin the project, you will have an account created for you at <http://www.liberawebdesign.com>. Your login information will be sent to you in an e-mail – make sure you "whitelist" our automated e-mail address, so that you can receive all LWD communication! The address is do-not-reply@liberawebdesign.com; check your e-mail provider's Help section if you don't know how to "whitelist" an address.

You'll also receive an e-mail containing your project ID. This indicates that your project has been opened, and you can now access [liberawebdesign.com](http://www.liberawebdesign.com)'s Client Services to see the project's status.

My LWD.com username: _____ My Project ID # _____

- Next, the project is put into **Negotiations** phase, and you're required to do a few things before work actually starts. You need to sign three documents, titled theTERMS, theWORKS, and theCONTRACT, and you need to pay a deposit. All of this can be done online, but if you prefer, Libera Web Design can send you paper copies of these documents, and will gladly accept check/money order.

- Documents signed!
- Deposit in the amount of \$_____ paid!

- The next phase is the **Concept Design** phase. This phase requires nothing from you; this is where we create a mock-up picture of what your site will look like, based on information you gave us in the conference. Once we complete the mock-up, we'll e-mail it to you, and put the project into the **Concept Approval** phase.

Concept Approval means that you get to decide whether or not you like the Concept mock-up we created. You have the opportunity to accept it, or make a request for us to change things. These requests can be big things or small things. You'll receive an e-mail telling you that "Your Project was updated," and then you can go online and approve / reject the concept.

If you reject the Concept, we'll go back to **Concept Design** phase and try again. You can make a total of three (3) rejections per Approval phase.

- After you approve the Concept, we begin work on translating that picture into a website. This phase of the project is the **Outline Design** phase. Like the Concept Design phase above, this phase requires no action from you.

Once we're finished, we'll again ask for your approval in the **Outline Approval** phase. This time, the page(s) will be posted online in our Beta Testing area, and you'll be given a link to your beta site in Client Services. Then, we'll go through another approval / rejection cycle, moving on when you've approved the Outline.

- At last – the **Final Design** phase. This is where we take the materials you give us (text, pictures, music files, videos, etc.) and apply them to the Outline. In other words, we complete the site as it will appear live. The only thing you need to do is to make sure that you've sent us all the materials that you want to appear on the site. We'll write the content if you don't want to, but most people generally like to control that part of the website.

Once that's done, we go to **Final Approval** phase, which is self-explanatory by now. After we've gotten your approval in this phase, your site will be all done!

- The project then moves into **Payment** status. You will be sent a Project Invoice, and any account balance will be due in three weeks. This balance may be paid via check, money order, or Paypal (through Client Services).

Balance in the amount of \$ _____ paid by _____ dated _____

- Once we acknowledge payment, we'll contact you to get your website posted online at your domain name (e.g. www.yourdomainname.com). Once this is done, we'll put the project into **Closed** status, and that's it!
- After closing the project, you will receive a CD in the mail that contains:
 - A copy of the website in its entirety
 - Basic Web Design tools for Mac and PC, and documentation on how to use them
 - PDF Copies of all your signed documents and final invoice

You may also be contacted by e-mail and asked to provide a customer testimonial for use on our website.

This concludes the overview of our process. We appreciate the opportunity to work with you and to get you online!

Best regards,
Matthew Libera
Owner / Lead Designer, Libera Web Design