

ROBIN STEPHEN

THE STEPS: WEBSITE DESIGN AND CONSTRUCTION

Designing each website is a unique process, but following consistent steps makes it easier for client and designer to understand each other from the start. What follows is a list of the steps Robin will follow with you from the beginning to end of your website design and construction process.

Step 1: Estimate

In order to receive an accurate estimate, you must first construct a cohesive plan for the content of the website. This plan can be most easily arranged in the format of a bulleted list. (Please see accompanying *Sample Content List* for an example.) In a bulleted list format, each bullet will represent a page, with the text underneath each bullet representing the text that will later appear on the corresponding page on the website. It is not necessary to decide on the precise text and images that will appear on each page to receive an estimate, but it is important to finalize the number of bullets (pages).

After you provide Robin with the bulleted list, she will provide an estimate. You will both sign the estimate and Robin will accept a 25% or \$75 deposit at this time. This will complete Step 1.

Step 2: Graphic Design

The graphic design of a website is in many ways the most important and complex part of website construction. After Step 1 is complete, Robin will launch a test site designed based on any guidelines you have given her. This test site will then be used over the next weeks of the design process. You can view the site online and provide feedback, and she will make changes according to your wishes.

Once both client and designer are satisfied with the appearance of the test site, Step 2 will be considered complete.

Step 3: Content

After the look of the website has been agreed upon, Robin will insert the content of the website. This will consist of text and photos provided by you to fill in the blank pages. (Although Robin can be hired separately as a technical writer and editor and will fix any typos she notices during site construction, please note, editing and technical writing are not part of the website design process. The client is solely responsible for the content of the text provided for inclusion on the website.)

Although minor editing and changes may be made after text is added to the website, please keep in mind that the version of text you provide for publication on the pages should be mostly finalized before you send it to Robin. This means your content needs to be well organized and proof-read prior to this step. Repeated and extended content changes may incur additional fees.

Once all the pages have been filled with content and the client is satisfied with the appearance of each page, Step 3 is considered complete.

Step 4: Payment and Launch

After the client is satisfied with the appearance of each page on the website, the final balance will be paid and Robin will then launch the website on the client's own server. At this point, the website is considered finished. Although minor textual changes may be made for one month after a site's launch, major or repeated changes will require the opening of a new invoice.

Thank you for your interest! Feel free to email web@robinstephen.net with any questions.