

2-4 WEEKS PRIOR	WEEK 1	WEEK 2	WEEK 3
<p>50% deposit paid + contract signed</p> <p>Questionnaire sent, client added to Trello project + calendar</p> <p>Questionnaire completed, photos added to folder, gather + submit draft of content</p>	<p>Website title</p> <p>Host + domain name registration</p> <p>Website layout planned, element collage created, fonts + color palette selected</p>	<p>Final proofed content sent: keywords, FAQs, contact details, product/service descriptions, + call to actions</p> <p>Final website copy added to sub-pages, copyrights, terms of use, + privacy policy added</p>	<p>Define headers + paragraphs</p> <p>Identify + add meta tags, descriptions + descriptive titles</p> <p>Design full home page, buttons, favicon</p> <p>Review 1: feedback provided</p>
WEEK 4	WEEK 5	WEEK 6	WEEK 7-8
<p>Design all secondary pages</p> <p>Implement blog/e-commerce components</p> <p>Add forms + newsletter</p> <p>Review 2: feedback provided</p>	<p>Optimize for mobile devices</p> <p>Add website security</p> <p>Test all forms + links</p> <p>Final design review + sign-off on look and feel of site</p>	<p>Launch date planned OR domain name added + coming soon page implemented</p> <p>Final SEO implemented + Google Analytics connected</p> <p>Final invoice paid</p> <p>Training</p>	<p>Domain added + coming soon page deactivated (if website makeover) OR website goes live</p> <p>Ownership transferred along with copyrights and licenses</p> <p>Website maintenance plan review + enrollment</p>

## Reviews

There are 2 rounds of reviews included in this type of project. Feedback is required within 2 days to keep the project on schedule. The final review is to show all notes have been implemented and to get final sign-off on design. You may purchase additional rounds of edits at the hourly rate given in the contract.

## Rush or Delayed Timeline

Any last minute structure changes outside of the review window, any delays in turning in content or media, or any request to rush the original timeline will be quoted for separately at the hourly rate listed in the contract.

## Contact Info + Business Hours

Mon-Fri 9:30a-4:00p  
(UTC-4 or -5)

latesha@lateshalynch.com  
(returned within 24 hrs)