

# ECOMMERCE WEBSITE DESIGN

## Process & Timeline

■ CLIENT ■ DESIGNER

2-4 WEEKS PRIOR	WEEK 1	WEEK 2	WEEK 3
<p>50% deposit paid + contract signed</p> <p>Client added to Asana project + calendar</p> <p>Discovery call, photos added to folder, gather + submit draft of content</p>	<p>Website title</p> <p>Host selection + domain name registration</p> <p>Website layout planned, element collage or layout options created, fonts + color palette selected</p> <p>Dropshipper + payment gateway 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>Banking information verified through payment gateway</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 5-6	WEEK 7-8	WEEK 9-10
<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>Add inventory</p> <p>Final shop and sign-off on copy + images</p> <p>Payment Gateway linked</p>	<p>Test all forms, purchase processes + links</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 + 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)