

IMAZING MEDIA

Website Design & Development Studio

SNAPSHOT

A website is a necessary tool for nearly every business and organization. An effective, beautiful website is a game changer. We design top-notch responsive sites with care given to everything from information architecture to content, color to typography, UX to ecommerce.

Every project presents its own goals, audience, and opportunities. Our approach to great projects begins with a time-tested process that discovers and addresses the unexpected. Regular team and client check-ins keep things rolling. When the project ends, our relationship sure doesn't. We'll be around for support, drinks, or to discuss your next big thing.

BUSINESS NEEDS

Every project is unique, but they all start with one thing in common. We want to know everything: where you started. Where you want to go next. What you value. Who your customers are and why they care about you. The only way to solve a problem is to understand it from every angle. Luckily, we've got a proven process to quench our insatiable curiosity.

TARGET AUDIENCE NEEDS

You can't find the best outcome to a problem unless you explore all possible options. We immerse ourselves in your industry, learning through observation, interviews and analysis. When it comes time to sit down and solve the problem, we're just as rigorous, testing solutions against real people to ensure we're on the right path.

WEBSITE PLANNER

Name of Company / Website:

Domain name / Website URL:

Goals

What is the mission or purpose of your business or organization?

Do you have a tagline? If so, what is it?

What is the purpose of your website? What do you intend to accomplish with it?

What do you want people to do when they come to your site?

Target Audience / Community

Who do you believe is your target audience or community? (Age, gender, interests, locality)

Who is your competition?

When people visit your site, what do they want?

Image & Style

What image do you want to project? (Example: Traditional, Contemporary, Conservative, Cutting edge, Formal, Casual, Serious, Friendly, Corporate, Personal Expensive, Affordable, etc.)

What style do you want to communicate? (Example Serene, Spiritual, Powerful, Professional, Hip, Classic, Elegant, Funky, Ethnic, Natural/Organic, High tech, Frivolous, Fun, Flashy, Muted, Soft, Playful, Down to earth, Mellow, Comforting, Romantic, Sensual, Authoritative, Delicate, Energetic, Historical, Festive, Fanciful, etc)

Please list the main color and other colors you would like to use in your website design. (No more than three please)

Main:

Secondary:

Tertiary:

Do you have any existing graphic or promotional materials? (If yes please send them to me)

Do you have a logo? (If yes please send them to me)

Do you have photos that you wish to use on the web site? (If yes please send them to me)

Content

Do you have an outline of the content for your site? (If yes please send them to me)

Is the content written? (If yes please send them to me)

How many pages will be on your site?)

Please list all of the main pages titles in the order you would like them on your menu bar. (Example: Home, Services, Products, About Us, Contact Us, etc.)

Please list all of the sub page titles in the order you would like them on your menu bar. Please note the main page title each sub page will be under. (Example: Services = Website Design, Logo Design, Newsletter Design. Products = Business Cards, Fliers, Brochures. etc.)

If you are selling products, how many products will be on your site?

What keywords would someone type into a search engine to find you?

Other Web Sites

Please list a few websites that are similar to what you want. Let me know what you like and don't like about some of these sites.

1:

2:

3:

Please list some of your competitor's websites. Let me know what you like and don't like about some of these sites.

1:

2:

3:

Additional Questions or Comments:

WEBSITE FEATURES

- Personalized Custom Design
- Fully Responsive across all Devices, Desktop / Tablet / Mobile
- WordPress, User-Friendly CMS
- Google Analytics Setup & Conversion Tracking
- Security & Off-Site Backups
- One on One Training
- 1 Year Free Maintenance & Monitoring
- SEO Setup & Submission
- Social Media Integration

DEVELOPMENT PROCESS

- Client Interview / Brain Storm / Strategy
- Competition Research
- UI / UX Design
- Full Development / Coding
- Testing / Training
- Launch

STANDARD PRICING

\$1,200 - Dynamic Standard: Up to 10 pages

\$2,200 - Dynamic Elite: Up to 25 pages w/ extensive Strategy & Research

\$3,600 - Liquid Commerce: Up to 25 pages w/ extensive Strategy & Research and full eCommerce build-out.

FREQUENTLY ASKED QUESTIONS

What is information architecture?

Information architecture is the relationship of how all the different pages of a website are related to each other. This is communicated visually through a sitemap.

What is an interactive prototype?

An interactive prototype is a black and white version of your website that is designed to prove the functionality and features as they will work in the browser. No design elements are applied at this stage as the prototype is just built to allow all parties to make final decisions on the functionality.

Why do you use WordPress?

WordPress is open source content management software and currently powers around 25% of all websites on the Internet. The project is contributed to by tens of thousands of developers all over the world and is growing from strength to strength. WordPress allows us to develop flexible and customisable websites to modern standards and observes web development best practices. Furthermore the community of web developers that use WordPress reaches far and wide and allows us to tap into this collective intelligence and bring that wealth of experience to your project.

Where is the website hosted?

Your website needs to be hosted by a hosting company that specialises in WordPress hosting. There are many companies that do this. WP Engine, BlueHost and GoDaddy are just a few who specialise in this area. We are more than happy to make a personal recommendation should you require one.

Who do I call if something goes wrong with the website or I can't figure something out?

Provided you subscribe to one of our ongoing website care plans, we will be your first point of call should something go wrong with your website. We will determine whether it is something the hosting company needs to fix something that is covered by your website care plan. We will provide training and video tutorials to assist you in using your website once it is launched.

What happens after the website is launched?

Once your website is launched, we will provide 30 days of support to make sure any bugs have been ironed out and that you are confident using your new website. After this you will need to subscribe to one of our ongoing website care plans to make sure your website is looked after and maintained. These website care plans include updating your software, regular backups, security checks and making sure your website is online and

open for business 24/7/365. More information on our website care plans is available upon request.

How long will it take to appear at the top of Google?

The time it takes for your website to appear on page 1 of Google depends on a number of factors. It depends on the search phrase people are using to find your website and the number of other websites that are also available for those search phrases. Nobody can truly say how long it will take for your website to appear at the top of search engine results pages (including people who actually work for Google), however there are a number of factors that can improve your chances. Building your website on WordPress is a good start as WordPress has some great Search Engine Optimisation fundamentals built-in. Creating unique and interesting content on a regular basis for your website is also critical to increase your visibility amongst search engines. Launching your website and then forgetting about it is a surefire way to get lost amongst the noise.

We are happy to talk to more about your search engine strategy if we haven't already.

How will I know if anyone is visiting my website?

We will install Google analytics software on your new website and show you how to log into your Google analytics account where you can see a wide range of statistics about your website including number of visits, page views than the amount of time people are spending on your website.

Once you subscribe to one of our website care plans you will also receive more detailed analysis about your website performance and recommendations on how to improve.

What happens if I want to add some features to the website while you're building it?

Whilst we like to be flexible and responsive to your needs, we also like to deliver what we promise within the time frames and budgets we have allowed. If you ask us to add new features to your website while we are building it, will most likely ask why? If we all agree that your new request will help us achieve our objectives then we will be more than happy to oblige.