

The Web Site Development Process

In an effort to avoid miscommunication with different expectations in the website development process, Anchor Mountain Design has laid out some simple stages to make sure both client and designer are on the same page at each phase of the project:

- **Stage 1: NEW CLIENT MEETING AND PROJECT QUESTIONNAIRE** - Upon receipt of the signed proposal and 50% down payment, Anchor Mountain will email you a New Client / Project Questionnaire in PDF format. This needs to be filled out to the best of your ability and mailed or faxed in as soon as possible.
- **Stage 2: PHONE CONFERENCE** - After the New Client / Project Questionnaire form is completed and received, Anchor Mountain will call you to discuss the data you supplied on the form as well as the project in general (and any other remaining details).
- **Stage 3: DESIGN LAYOUT** - At this point, Anchor Mountain will begin to produce a layout design mockup (graphic only). Once the first mockup is completed and sent over to you, we ask that you critique the mockup layout and reply with detailed feedback on what you like and what you want changed/tweaked. We will go back and forth in this manner until you get the layout you want (most websites require two to four layout revisions before being approved). During the design stage, we encourage the client to work on copy for the website text to insure smooth project flow.
- **Stage 4: LAYOUT APPROVAL** - Once you have the layout design you want and approval is given, Anchor Mountain will then proceed to the next stage: programming. It is important to realize that once the layout is approved and we begin programming, some subsequent changes to the layout design may incur extra fees (depending on the nature of the changes requested). So, it is very important that all tweaks are done in Stage 3 before layout approval is made.
- **Stage 5: PROGRAMMING** - Anchor Mountain will take the layout design mockup and program it into a working website (beta website) on a test server. You will be able to view the beta website at various times during construction after we send the beta website URL to you. One single template page (often called a "proof page") will be created first to show the client a "what you see is what you get" version of the programmed design. Once you have approved this programmed template, the rest of the website architecture would then be built out. Please note that during

construction, some or all buttons, navigation and any flash animations may not be functional or up and running yet.

- **Stage 6: CONTENT FILL-IN** - After the website architecture is fully programmed, you should email/mail website text, photos and any other page content (PDFs, etc.) to Anchor Mountain for the pages on the proof website. It is preferable that the content be supplied in Word format (for large websites, it is often nice to have one Word document per major button/section). Once the content is received, Anchor Mountain will place all of the content on each respective page. We ask that all content submitted be finalized and in its "final form" to avoid delays in getting the website live. In addition, if copy revisions are substantial (after copy was already received and placed on the proof website), the client may be billed for the extra work. *So, it is important to submit copy in its final form.*
- **Stage 7: WEBSITE REVIEW** - Once all content is in place on the proof website, you will need to make a comprehensive review of the website to address any last minute tweaks or changes. Please note that the final balance payment must be received before the website goes live (Stage 8).
- **Stage 8: FINAL APPROVAL / WEBSITE LIVE!** - Upon final approval of the proof website, Anchor Mountain will upload the new website to the site's web server, thus making it "live" on the web. At this point, the website contract is completed and any additional changes or tweaks thereafter would be billed at the hourly rate. A **maintenance agreement** is available in case you will need monthly updates to the website using Anchor Mountain Design.

Feel Free to contact us anytime at design@anchormountain.com

