



Website Design Protocol

Description/Scope

- Clearly defined description of the project scope. Includes Website Cost Agreement.

20% Down Payment

Discovery

- Gather information needed for website including logos, flyers, pictures, and additional content.

Design (*approximately \$250 – \$500*)

- Creative design of the website. Establish the overall look and feel (theme) of the site.

Online Proof Authorization Required

Development (*approximately \$120 – \$160/page*)

- Apply the design to the information gathered during the discovery stage. Create all the pages listed in the Website Hierarchy. (admin pages, content pages, etc)

Testing (*included in development per page rate above*)

- Test all pages and links created in the development stage. Involves testing by both CKH and the client to insure optimum performance and functionality.

Revising (*included in development per page rate above*)

- Redevelopment of any pages that failed to meet requirements during the testing stage. Often unnecessary.

Website Moved into Production

Documentation

- Create any instruction or help documents needed for the project.

Site Promotion

- Search Engine Subscription, Banner Advertising Campaigns, etc.

Project Review

- 3 – 6 month review of the website content, performance, etc.