



Work Process

❖ **Statement of Work**

The Statement of Work defines what will be done and the price to be paid. Most contracts are paid 50% to start and 50% at completion. More complex web development will have an amount to start, with progress payments at completion of specifically defined buyoff points.

❖ **Site Look and Feel**

Based on your direction we build a custom look and feel for your website. This is placed on our development server where you can view it online and we can discuss any changes. You will be able to see the menu structure, the colors and images used on the home. If the homepage includes flash it will be available at this time. We use Latin text at this point to show where the text will be and the fonts. This is a buyoff point where you will agree to the site layout and user interface.

❖ **Marketing Content & Image Content**

Your Project Leader will talk with you about each of the things that are important to your business. From that content will be written taking into consideration how search engines look at the site. Content will be written using a marketing slant. The site owner always reviews and has final say on any marketing content and any images used on internal pages. This is a buyoff point where you will agree to written content and use of images on inner pages.

❖ **Database**

For sites that use databases to track members, show product lines, collect marketing data and many other reasons; the database will be designed and built. This is a buyoff point.

❖ **Programming**

All programming that is in the Statement of Work will have a buyoff point for the functionality that feature. Complex sites can have many programmed features. Each feature will be tested by our team and then submitted to your team for buyoff and approval.

❖ **Final Testing**

All features defined in the Statement of Work will be tested on our development server. You will be able to test thoroughly. Once we are agreed that the site is complete, the final payment will be made and we will upload the site for you to the hosting server of your choice.

❖ **Guarantee**

We guarantee your satisfaction. If you find a mistake we made we will fix it at no charge to you.