web | design
BY ALLY PENROSE

This is how we do it.

What to expect when you hire me to work on your website.

Have a question?
Email Me Now

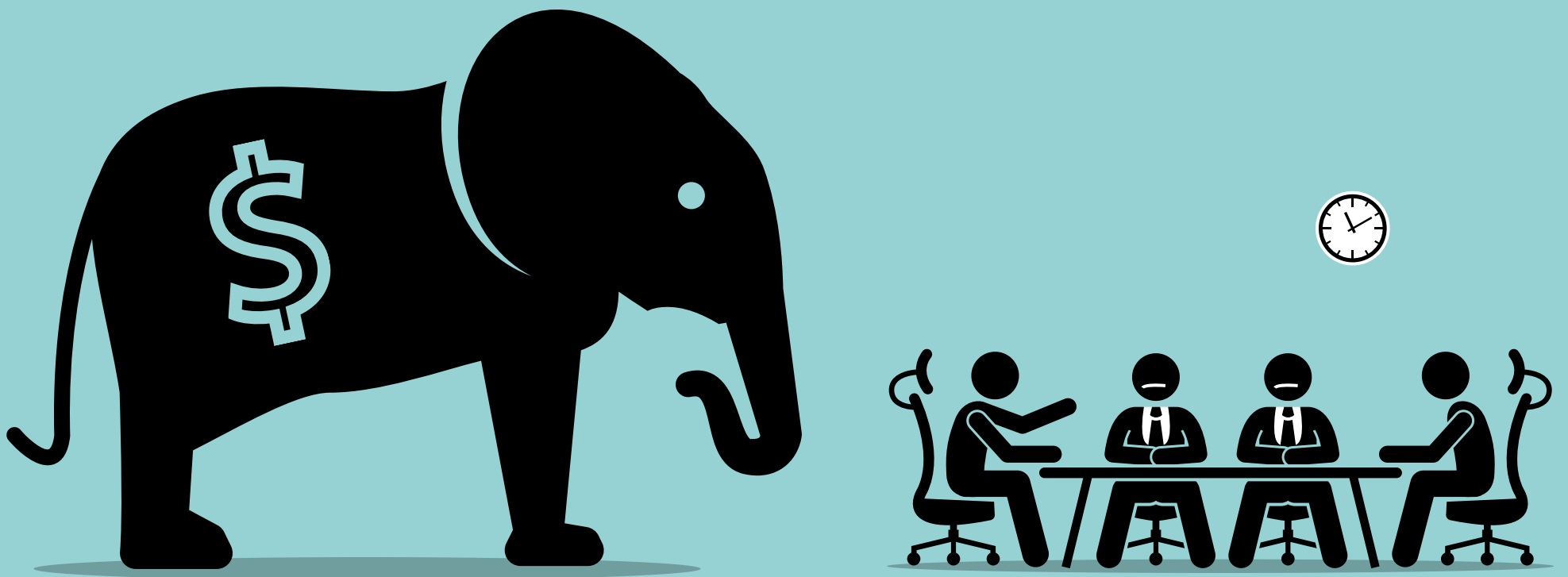# web | design
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TOPICS

1. HOW MUCH WILL IT COST?

2. WHAT ARE YOUR NEEDS?

3. WHAT IS THE PROCESS?

4. HOW LONG WILL IT TAKE?

5. WHO OWNS THE WEBSITE?

6. WHAT HAPPENS WHEN THE WEBSITE IS DONE?

7. WHEN DO I PAY YOU?

8. WHAT ELSE CAN YOU DO FOR MY BUSINESS?

What to expect when you hire me to work on your website.

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How much will it cost?

Let's get this one out of the way! I design and develop customized websites built specifically for your small business- so there is not one answer to this question. That said, here are some scenarios to give you an idea...
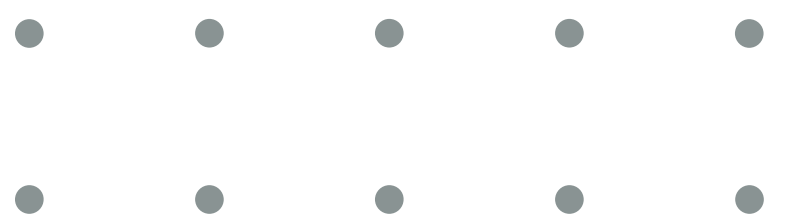
A simple, 1-3 page website usually ends up being about $1000-$1200 when all is said & done.

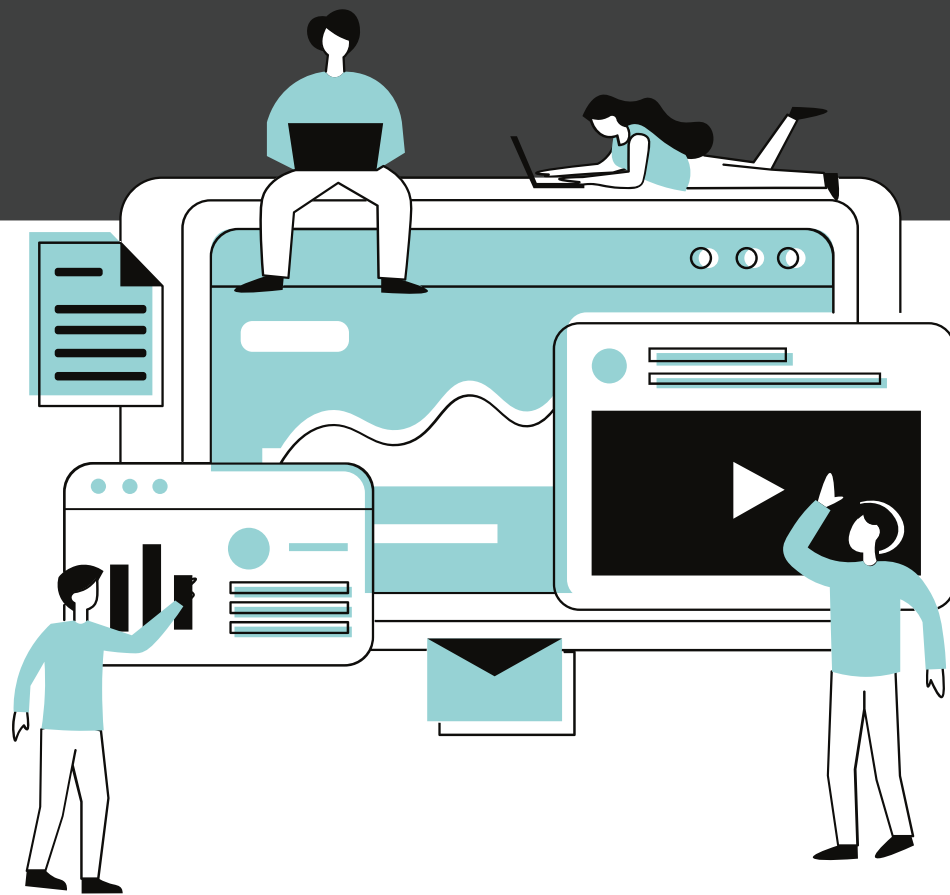Websites needing multiple pages and simple custom forms can range anywhere from $1200-$2500.

More complex websites like eCommerce Stores, Online Bookings, Event Management System websites (etc.) generally range from $2000-$5000, again largely depending on platform & website needs.

Don't forget to consider the costs after launch. For example, the cost of your domain name, hosting, maintenance (if needed), etc...

So onto the next topic...

What are your needs?

WEBSITE NEEDS CHECKLIST

You can print this out to help you!

_ Online Store/eCommerce Site
_ Online Scheduling/Bookings
_ Contact Management System
_ Stock Photo's & Written Content
_ Galleries/Photo Sliders
_ Custom Lead Collection Forms
_ Social Media Integrations
_ Specific Software Integrations
_ Custom Widgets/App Add-Ons
_ POS Setups

What about...
_ A Logo/ Branding Guide
_ Search Engine Optimization
_ Newsletter/Email Mktg. Tools
_ Anything Else?

What is the process ?

Once we've determined your website needs I'll send over a Work Agreement. When you accept- I get to work!

You can expect to hear from me every 2/3 days throughout the process with design updates, changes, and feedback requests that I'll need from you.

Once the website design is perfect, I also set every one of my clients up with Google Analytics & Google My Business Pages. These extra steps are very important for Organic Search Engine Optimization.

Want to know more about the process specifics?

Just ask!

Email Me

How long does it take?

I am able to produce most new websites from scratch in anywhere from 15 to 30 hours. This usually works out to be about 3-5 weeks (from concept to launch) factoring in feedback and changes. Redesigns are typically shorter.

More Complex Websites and eCommerce Site (Online Stores) take a bit longer. Once we discuss your project, I can give you a firm timeframe.

As we go through the design process, I will be reaching out to you for feedback regularly. The faster you respond, the faster I can get your website done! We'll be working as a team throughout the build to make your website perfect.

Need a website fast? I am always happy to accommodate if my schedule allows!

Ask for more details.

Who "owns" the website?

At the end of the design process, you'll sign off on the work agreement and then I will release the ownership of the website to you via email. You will have to accept this invitation and create your ownership account within 3 days of accepting. If you need help with this, I am happy to guide you.

Can I make changes to my website when it's done?

Of course! It's your website! BUT be sure to save your changes, just in case you decide you want to recover past versions!

What happens when it's done?

Here's the thing, your website is never really done. In order to get the best results from your site, it's important to stay engaged just as if you would on social media. Your website is reaching a different audience, which often consists of potential new business!

Updating your photos, contact information, or even writing a blog post are all things that you can do to help increase visibility on your website and keep your business looking is best on the web.

— "—

Will you maintain my website for me?

—— " —

I can! If you're interested in monthly maintenance let me know and we can put together a plan that works for you.

When do I pay you?

I work on an hourly basis and provide discounts when you purchase blocks of time up front. I know that this is a big investment for you and I want to be sure that we can move at a pace you are comfortable with both logistically and financially!

I prefer Venmo. <3
But will also accept Checks, Paypal, and all major credit cards.

What else can you do for my business?

My passion is website design, but I love *all marketing*. Some of the other services I offer include:

Digital Marketing & Pay-Per-Click Advertising on Google, Facebook & Instagram

Graphic Design, Logo Design, Company Branding, Printed Materials, etc.

Email Marketing & Lead Generation Campaigning

Consulting, Research, Planning & Training

So let's talk about how I can save you time and make you money.

Let's get acquainted.

Reach out anytime using your preferred method of communication & let's discuss how I can help your business!

Call or Text:
(518) 630-8762

Email:
webdesignbyally@gmail.com

Online:
www.webdesignbyally.com

Snail Mail:
PO Box 536
Clifton Park, NY 12065

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