



**Contact Information**

**Email Only:** [info@crvisuals.com](mailto:info@crvisuals.com)

# Steps to a Successful Website in under 3 Months



# Process, Terms & Conditions

## To Begin

Our Account Manager will collect your specifications including your logo, choice of layout, colour scheme, brochures and other marketing materials. After reviewing the specs, the AM writes up a contract for your review.

### Please note the following conditions:

- After we pass a file to you for review, you will have 10 days in which to make your comments in writing.
- You will receive a gentle reminder after 5 days.
- If we have not heard from you within 10 working days, your project will be set aside until you are ready to proceed.
- The first payment is required
  - before we begin production,
  - after the design is approved, and
  - before posting.
- Your first payment is a non-refundable retainer.
- For projects valued under \$2000, there is only one set of revisions at each stage.
- We must have your content as soon as possible to work out the navigation on your site. If your content is not available before we begin, you must supply a list of links for the pages you want included. You must supply all of the content, including any photos or video before the end of the development phase.

Please return your corrections along with the contract and a cheque to the Account Manager.

## What Happens Next

The AM passes your specs to the Designer and gives the Programmer approval to set up a work space at [crvisuals.ca/clients](http://crvisuals.ca/clients). The programmer will set up a workspace, create a database to collect comments, and add a login feature so that you can comment on the site.

The Designer will create a design and submit it to the Account Manager for review. If satisfactory, the AM will post a copy to your workspace for review and provide you with the URL and passwords. **Generally the time from contract to this first draft design is about 10 days.**

**NOTE:** *For sites valued at under \$2000, there is only one set of revisions.* After 5 days, if we have not heard from you, the AM will contact you by phone or email. If after 10 days we have not received your comments or approval, the contract will be set aside until you are ready to proceed. The URL will remain valid for up to 3 months. Once we hear from you, we can re-schedule the work.

Your comments should be thorough. Give us your opinion on the colours, layout, overall design, etc. Your website must reflect your business to be successful and the more comments we receive the more effectively we can meet that requirement.

After you provide your comments to the AM, the AM will pass them to the Designer to modify the design. Upon completion, the final design will be posted and you will be asked to approve or reject the design. If you reject the design, further changes are charged on an hourly basis.

*At this stage, we require the second payment.*

## Development

Upon receiving second payment and your approval, the Account Manager will pass the design to the Programmer. The Designer will optimize the graphics while the Programmer begins the technical task of building the site. You may visit the site at any time during this phase of development but we ask you to refrain from commenting. Coding a website requires patience, judgment and sometimes, trial and error.

When the Programmer completes the draft development site, the AM will review the work and let you know that the site is ready for your feedback.

As before, you will have 10 working days in which to comment. At the end of the first 5 days, if we haven't heard from you, the AM will contact you by phone or email. At the end of 10 working days, if we have not heard from you, the site will be set aside until you are ready to proceed. The workspace will remain live for up to 3 months.

## Final Steps

Once we have your comments and have modified the draft website, we will lay in the content that you provided. This is the final stage of development.

After the content is in place, the Account Manager will validate the site against our multi-point checklist. When the site validates on all of these points, we will ask you for the final payment and review, then post your site live at the server of your choice.

PLEASE NOTE: *If your content is not ready, we will ask you to sign off on the project as is. You will be given the option*

- *to have the site posted to the live server as is so that you can add the content yourself, or*
- *ask us to leave your site on the test server until your content is ready. You will have 3 months to add your content. We will give you 1 hour of instruction on how to do this.*

Thank you.

# Server & Hosting Information

For a website to go live, it needs a domain name (like crvisuals.com) and it needs to be hosted on a public web server. If you already have both hosting and a domain name we will need the hosting information (ftp, userid and password) to post your website.

## Server Information

Domain name: \_\_\_\_\_

Registrar: \_\_\_\_\_

Userid \_\_\_\_\_ Password \_\_\_\_\_

If you have a domain name but no hosting, we provide hosting for our clients only at \$20/ann. We will need your domain name registration information (name of registrar, userid and password) so we can direct the domain name to the web host.

DNS registration: \_\_\_\_\_

Userid: \_\_\_\_\_ Password: \_\_\_\_\_

If you would like us to host your website and register your domain name, please provide your preferred domain names here:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# Customer Content

The following pages are designed to guide you in developing content for your website. It lists 5 of the most popular topic headings, then gives you room for up to 5 more options. You are free to replace any of all of these suggested topics with your own, except all websites must have a home page.

## Vision

What is your goal for the website? How will it help your business to prosper?

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## Please list your ten topics:

1. **About Us** or other: \_\_\_\_\_
2. **Contact Us** or other: \_\_\_\_\_
3. **Products/Services** or other: \_\_\_\_\_
4. **Testimonials** or other: \_\_\_\_\_
5. **Home Page** or other: \_\_\_\_\_
6. **Custom topic:** \_\_\_\_\_
7. **Custom topic:** \_\_\_\_\_
8. **Custom topic:** \_\_\_\_\_
9. **Custom topic:** \_\_\_\_\_
10. **Custom topic:** \_\_\_\_\_

## Comments:

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# Client Specifications

*The following pages are designed to guide you in providing content for your website, section by section. Please be very specific and indicate your preferences and concerns.*

## LAYOUT

**Layout - General comments:**

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**Navigation:**    **Top:** \_\_\_\_\_                      **Side:** \_\_\_\_\_

**Width:**

**Fixed width:**

(Design is 800-1200 pixels wide and uses a background image to fill up the screen ) \_\_\_\_\_

**Full width:**

(Design stretches across the screen, no matter how wide it is) \_\_\_\_\_

**Preferred colour scheme:**

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**If you have a brochure or business card, please attach it or staple it to this page**

If you have photos that you want included on your website, please provide us with a USB or CD with the files included.

**Provide examples of websites that you like:**

*\*Providing us with examples of websites that you like or dislike, gives us a lot of insight into what you, as a customer, are expecting from us. Please take the time to provide us with such examples*

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**Provide examples of websites that you don't like:**

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Please select a layout from the options on the following page.

If your layout choice has a sidebar, you may also be able to add widgets to your site. Let us know if you would like any of the following features:

Search

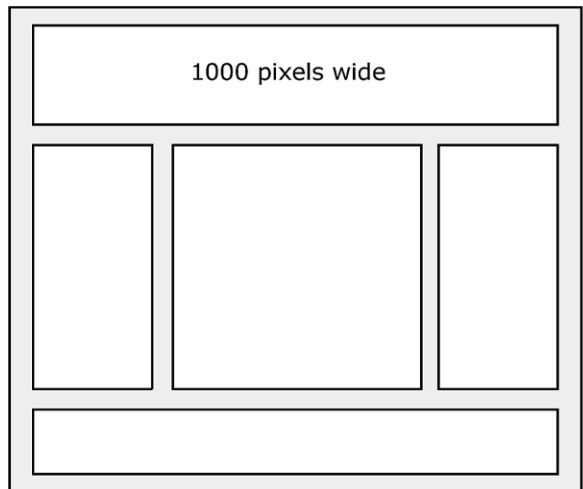
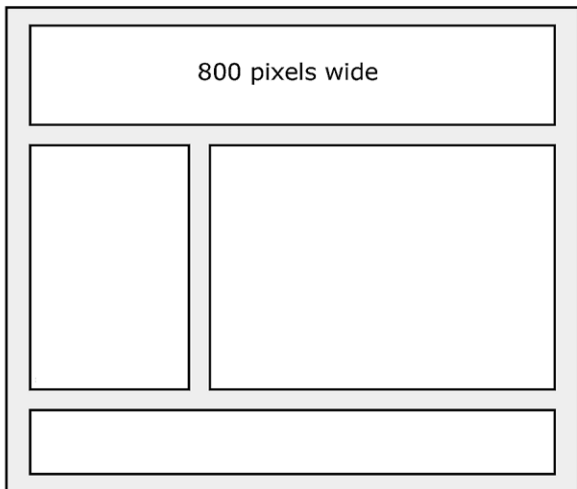
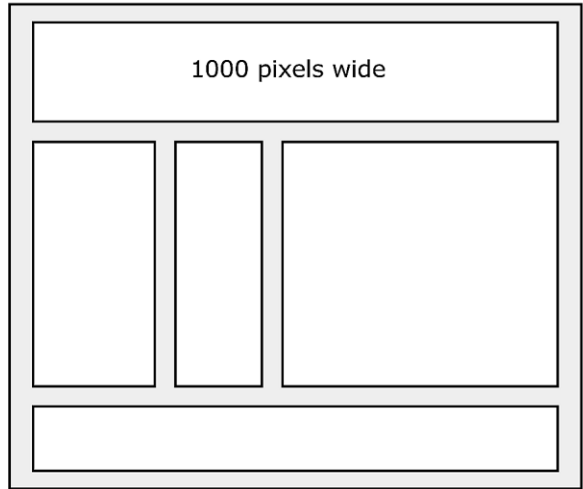
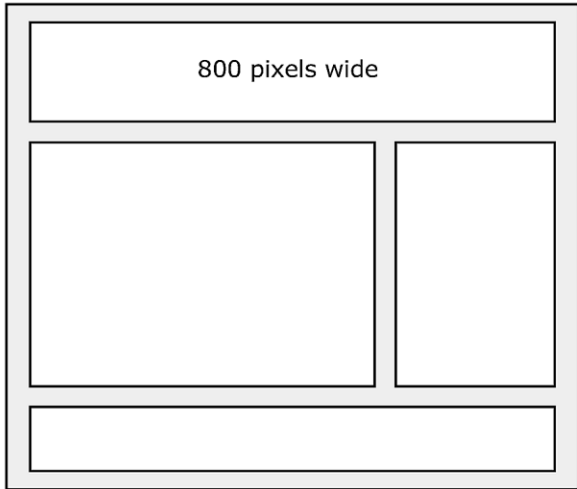
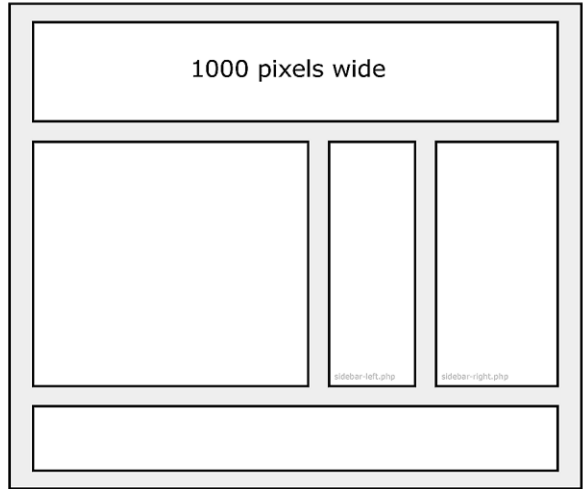
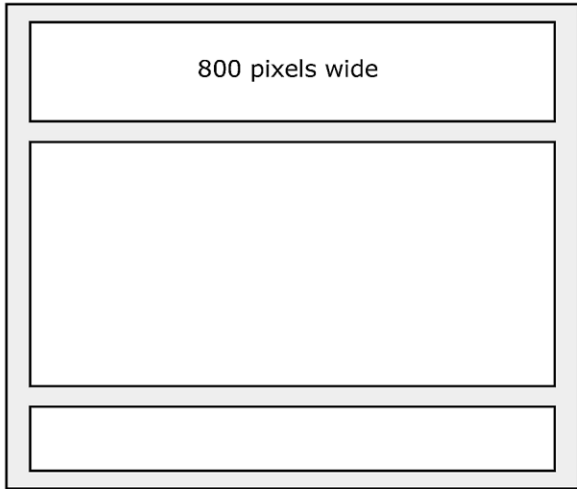
Items for sale

Advertising

Members section with login

Poll

RSS news feed



## HOME PAGE

The majority of people visiting your websites will enter through the homepage. This page needs to do 2 things: tell the visitor that they are at a site that provides them with information they need, and catch and hold their interest.

Your homepage should also feature your core contact information in a prominent place.

**Attention grabbing line** (*every home page needs a catchy line or a slogan to interest the reader*):

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**Main Text:**

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**Your preferred method of contact (phone, email, drop in) :**

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**Photo:** \_\_\_\_\_

## ABOUT US PAGE

*Please include information about your business. The following questions are meant as suggestions.*

Name of business: \_\_\_\_\_

Partners/Owners/Employees: \_\_\_\_\_

Date of Establishment: \_\_\_\_\_ Date of Incorporation: \_\_\_\_\_

Location: \_\_\_\_\_

Preferred contact information (phone or by email):

\_\_\_\_\_

Business Description:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Expertise:

\_\_\_\_\_  
\_\_\_\_\_

Company Vision:

\_\_\_\_\_  
\_\_\_\_\_

Additional Information (*3 or 4 thoughts on what makes your company unique or special*):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Comments:

\_\_\_\_\_  
\_\_\_\_\_

## TESTIMONIALS & CLIENT LIST

Testimonials and client lists show prospects that your company has provided some great service in the past. Please supply testimonials from your clients. If you do not have any, the following form can be sent to some of your preferred customers. Most satisfied customers are happy to provide testimony when asked. Don't forget to ask if you can use their full name.

### Testimonials

Client Name or Company: \_\_\_\_\_

Product / Services purchased:

\_\_\_\_\_

Date: \_\_\_\_\_ Are you satisfied? \_\_\_\_\_

Comments:

\_\_\_\_\_  
\_\_\_\_\_

Client Name or Company: \_\_\_\_\_

Product / Services purchased:

\_\_\_\_\_

Date: \_\_\_\_\_ Are you satisfied? \_\_\_\_\_

Comments:

\_\_\_\_\_  
\_\_\_\_\_

### Customer List

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

**CONTACT US PAGE**

Phone Number: \_\_\_\_\_

Mobile Number: \_\_\_\_\_

1-800 Number: \_\_\_\_\_

Fax: \_\_\_\_\_

Address: \_\_\_\_\_

Email for Inquiries: \_\_\_\_\_

Hours of Operation \_\_\_\_\_

*If you want customers to be able to contact specific departments or key people, please fill out the information below:*

Name	Job title and responsibilities	Contact information (phone number, fax and or e-mail)

**Additional Information:**

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**PRICING PAGE**

Service + Description	Price

**Special Offers:**

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**Discounts:**

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**Warranty / Guarantee**

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**Insurance:**

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**Suppliers & Providers:**

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## Custom PAGES

*Your website can be organized around 10 topics. If you have filled in all 6 sections above, you still have 4 more pages to go. These might be product specific pages or other information that you believe your customers would like to find on your site. For example, you might provide customer service information or FAQs on products and services.*

TOPIC	FOCUS

## OPTIONAL PAGE

*You also receive up to 4 blank pages where you get to decide what the topic and subtopics are. If you didn't use one of the suggested 6 pages, so you can replace that page with an optional page like this one.*

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