

roadmap to designing your **website:**

A STEP-BY-STEP GUIDE OF WHAT TO EXPECT



Phase 1: Planning & Preparation

YOU
ARE
HERE

1.1 Consultation ☒

This can be over telephone, video, or with real coffee – depending on your location. We chat through your business, vision, and goals to get aligned on what your business and your website needs.

1.2 Quote Sent ☐

Based on our consultation, I provide a detailed quote for the project. This can be revised before proceeding, and you are always welcome to ask questions if anything is unclear.

💡 **Make sure that you understand what is included (and what is not included) in your quotation.**

1.3 Deposit & Hosting Payment ☐

Once you're ready to go, a 50% deposit secures our services, and the web hosting fee is paid upfront (as well as your domain purchase and/or any additional plugins/apps if applicable).

1.4 Onboarding ☐

You'll complete a comprehensive form (☐) and send us all of your brand assets (☐) (logos, colour palette, fonts, imagery and professional photo's of your business and your team).

💡 **It's important to provide as much detail as possible about your business. Please read onboarding questions carefully and set out at least 60min to complete the form.**

***Please note:** Once we've agreed on the scope of the project and the quotation, adding anything during or after the first or second rounds of feedback will be billed additionally. So be sure to provide all information and requests upfront.*

Phase 2: First Round of Design

2.1 Designing the First Draft ☐

I design the desktop version of your homepage and other pages included in your quote using your branding and content. This step always feels the longest! :)

2.2 Review & First Set of Feedback ☐

You'll receive a link to view the desktop design of the website and provide feedback.

💡 **Attention to detail at this step is very important.**

Giving feedback on your website's design



Telling us what needs to change, and where, has never been this easy!

01

Receive email from Wix.com

Email will state the site name and invite you to give feedback. Click on the “view site” button.

02

Open site on a standard desktop

Open the site full screen on a Laptop screen. Monitors will stretch the design and the mobile view is not completed at this stage of the process.

03

Add first comment

Find the blue “+ Add Comments” button in the top right corner. Add your name, email (this is only needed the first time) and your comment. You can drag the purple cursor to where you want to leave your comment.

04

Continue adding comments

Please be sure to drag the cursor around and leave all comments/edit requests. Be sure to leave all comments in a single session. Once comments are received, that will count as your first set of feedback.

Please note: If more than one person will be reviewing the website, kindly schedule a team meeting so everyone can review the website together - but most importantly, **only have one team member posting the comments.**

Phase 3: Final Design Adjustments

3.1 Finalise Desktop Design ☐

I implement your feedback and refine the website.

3.2 Mobile Site Design ☐

Once the desktop design is completed according to your comments, I adapt the layout for mobile devices to make sure your site looks and functions beautifully everywhere.

3.3 Final Feedback Requested ☐

You'll receive a link to review the full site — desktop and mobile. This is your *final* opportunity to request small changes before we prepare to launch.

 **Make sure that you are *completely* happy with the layout, functionality, colour, copywriting, etc. Requesting changes after this step will incur additional costs.**

Phase 4: Launch Prep & Go-Live

4.1 Implement Final Feedback ☐

Final comments/requests are implemented, and the Desktop and Mobile sites are finalised. We now complete your SEO and other settings too.

4.2 Initiate Domain Connection ☐

I connect your domain — and ensure everything points to your new site correctly. If your domain is not hosted with us, I will the contact details for your domain host.

4.3 Connect Client/Customer Care as Collaborators ☐

Team members who need access (like admin or customer support) are added as collaborators on the site, with the right permissions. These individuals will need to accept invitations by email and create Wix accounts.

4.4 Test Form Submissions & Automations ☐

I test all contact forms, sign-ups, and automations to make sure they're working perfectly behind the scenes.

4.5 Publish Site ☐

Time to go live! Your website is launched and ready to start working for your business — congrats!

What's next?

✚ A well-designed website is a great foundation, but without a marketing strategy, it will struggle to attract visitors. Many business owners invest in a website expecting immediate traffic and leads, only to be disappointed when they receive minimal engagement.

We are transparent about the marketing process and the cost of success. This helps our clients set realistic expectations, and be prepared.

We've already provided you with a guide to marketing your website and generating traffic and leads. If you haven't read it yet, now is definitely the time.

