

## **fta Designs Process**

At fta designs, we have an orderly procedure by which we plan, design, and produce web sites or any other. The steps involved are:

### **1. The Initial Consultation**

The initial consultation usually takes place at your location. We will spend about an hour with you to discuss your business design objectives. It is completely free and without obligation.

We'll answer any questions you have, and find out what your goals are regarding the design project. We want to provide you with enough information to allow you to make an informed decision on whether you want to go on to the next step, the writing of a detailed Estimate.

### **2. Estimate Preparation**

When you decide to go forward, fta designs will spend more time gathering information by email, phone, or in face-to-face meetings. We will then write a detailed set of specifications for your design project with a cost and time estimate.

We charge for preparing an estimate, based on the complexity of the project. This is billed at an hourly rate when the process begins. If a contract is signed, this payment is applied to the first invoice for the project. If you decide not to work further with us, you will have a valuable set of written specifications to keep or use later.

### **3. Signing of Agreement**

fta designs prepares a standard contract including a detailed description of the planned design project, a cost estimate and project schedule. 1/3 of the total estimated cost, less fees paid for the estimate, is due upon signing of the Agreement.

### **4. Content Gathering and Translation**

Text and graphic content must be gathered before most work can begin on the design project. fta designs will assist you in collecting the text, logo, graphics, and photographs needed for the design project, but it's important to be aware that any design project does require work on your part.

Any translations desired should be started at this point, although we would only need one complete language content for the design work.

### **5. Final Design of Site Structure and Dynamic Applications**

For interactive design projects, fta designs will finalize detailed plans for the site structure (the way information is arranged and how navigation will work) as well as for any dynamic (database-driven) applications while you're gathering content. Database and data-driven work can often begin during the content-gathering phase.

## **6. Page Layout Drafts**

Next, visual design and layout begins. The Main Page(for interactive designs) is designed first. We produce a draft based upon the content, needs, and preferences provided. The draft is uploaded to a private location on the Internet where the client can view it. The client's feedback is solicited, and this feedback used to produce a second draft. Once more, client feedback is used to make another round of changes, and these changes are expected to produce a final draft.

The same process is used for any other page designs required for the site.

At the point estimated to be the halfway point of the project, fta designs will invoice you for the second 1/3 payment and provide a list of work completed.

## **7. Database Building and Dynamic Application Coding**

For interactive design projects, any databases needed are created along with the code for all dynamic pages. These applications are tested thoroughly.

## **8. Coding of Actual Pages**

For interactive design projects, the approved page designs are now used as templates. Text and graphic content is "plugged in" and adjusted for a perfect layout. Dynamic page code is added to page templates.

For print design projects, a draft print is made and any necessary adjustments are done.

## **9. Final Site Testing**

For interactive design projects, the site is thoroughly tested. You'll have another chance to review it for any minor changes or corrections, and the pages are tested on numerous browsers, on different platforms, and at different browser window sizes and resolution settings, correcting any remaining errors.

## **10. Site Launch**

For interactive design projects, payment balance is due and payable at the time when site is uploaded to the server and is "live".

For print design projects, payment balance is due when the design is approved for sending to the printers or final camera ready copy is turned over to the client.

## **11. Ongoing Maintenance**

We are pleased to handle your ongoing maintenance. For clients requiring guaranteed fast updates, we offer a Preferred Maintenance Program, prepaid at a flat monthly rate.

You can arrange to receive reports, either on-demand or as a continuing service, showing the traffic your site is generating by the hour, day, week, and month. Reports can also provide detailed records of visitors, pages visited, how long the visitor stayed per page, and the originating .com, .net, or .org.

Site maintenance should include regular monitoring to ensure that your web site is still listed in popular search engines, with re-submissions to any search engines that have dropped the site from their indices. Higher levels of maintenance include traffic analysis and the optimization of pages to maximize traffic. Eventually visitor traffic will decrease if a site is not properly monitored and maintained.