



innovation, inc.

Internet Strategy by Design

New Client Guide

Private and Confidential

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Welcome!

Thank you for choosing the **eLYK** team to design and develop your project! We realize that you have a lot of options in the marketplace and we are pleased that you have selected us. Our goal is to exceed your expectations in every facet of this process. We have prepared this guide to help you better understand the different steps required to ensure a successful project.

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Getting Started

Project Proposal: We prepare our proposals based on initial meetings and/or conversations. We take notes, mix in our expertise and prepare an estimate based on the information we have gathered.

Acceptance: Our clients accept our proposal because they feel it is a good match for their expectations and budget. To aid in this decision, we often schedule an Expectations Review Meeting before we execute the contract.

Expectations Review Meeting: This meeting is usually conducted on the phone. We want to review the details of the proposal to insure that both parties understand all of the parameters.

Contract: The contract looks similar to the proposal with the exception of the legalese and signatures. Our legalese is published at this link for viewing at anytime:

<http://www.elykinnovation.com/web-development-terms-and-conditions-of-service/>

Depending on the project size, our contracts will require a deposit, a scheduled benchmark payment after certain tasks are complete, and then a final payment, paid prior to project launch.

Kick-Off Meeting: This meeting allows both parties to review the project timeline, content requirements and to assign roles and responsibilities of all parties. We often conduct this meeting at our office; however, long distance projects or the need to accommodate our client means that we are flexible on how and where this meeting is held.

The Custom Design Process

Planning your project is the most important step in the process. Developing business requirements and a schedule will allow us to address any challenge, answer any question and provide the guidelines that will insure a successful website or web application.

We take the lead in developing this plan and your participation is critical. We won't overwhelm you with meetings; however we will have a clearly defined schedule that will keep us on track. The final deliverable will be an easy to read, easy to understand road map that clearly defines your project requirements.

Website content

The next step in the process is to create and gather content. The content must come first. We don't want to create a design and then try to "stuff" the content into it. Successful projects are always designed around well planned and written content.

Your website will require clear, concise, and descriptive content that conveys “who you are” and “what you do.” It should tell the story of how you provide value to your clients with detailed descriptions of your products and services, all in support of your business goals and marketing plan.

We recommend that you hire a professional website content writer to create the reader and SEO friendly content required to meet the specific needs of your business. We can provide a qualified referral, just ask. Once we have about 90-95% of the final content, we will move to the next step.

We cannot emphasize enough, that content comes first and you should hire a pro. Ask us for a referral.

Website Blue Print: The next step in a great design is to create a basic layout. (Wireframe) The layout is a rough sketch of the proposed design presented in black and white. The wireframe allows our clients to make decisions and provide input on where we should place navigation, links, images, logos and other design elements. After a bit of going back and forth, we will finalize the design layout and proceed to the actual design phase of the project. We will ask you to approve the final wireframes in writing before we begin design.

Page Design: Now the fun begins! This is when we take the layouts and begin creating an actual full color design. Please note that the first draft will not have the “final polish” that a completed website will have. It will, however, look good and allow the client to provide honest feedback. Once again, after a bit of going back and forth we will zero in on a design that exceeds our client’s expectations. When the final design is approved, and before moving to the project development phase we will ask our client to sign a design approval document.

Project Development: After the page design is approved, we will meet again with the client (usually by phone) to review the original project parameters and address any change requests.

The next step is to convert the client approved design into an actual webpage and begin construction of the website. At this point, we will need 100% of the final content, approved pictures and other information at this time. Our project manager will provide the client with a link to view the progress being made on the project.

Milestones

Depending on the size of the project, we may schedule a milestone and include that step in our contract. Essentially, a milestone is a stopping point that allows us to review all current progress, and plan for any adjustments or modifications that may have occurred. A scheduled milestone will also trigger a partial payment toward the final balance.

Interactive Web application

Many of our clients require interactive components for the website. If your website requires a secure login area it will need an interactive database (web application) for the website. The web application is developed and then seamlessly integrated with the approved design. This type of website requires extensive planning and testing, all of which is covered in the proposal and contract.

Walk-Through: As the project nears completion, we will ask the client to complete a walk-through of their website. This is the time for the client to note any final adjustments or items that may need changing.

Pre-Launch

The website is ready for launch and we only need to address a few final items:

Email Accounts: If we host the client's website, we can establish email accounts. The client's assigned project manager can make sure that the client's email is integrated with Outlook or if they want to set-up web mail access. Our proposals include phone consultation to get this complete. If a client requires onsite service to complete this, we can arrange it for an additional fee.

Site Testing: All websites receive a thorough load test to insure all functionality is at 100%.

Browser Compatibility: All sites are designed to properly display in all current major web browsers: Internet Explorer, Firefox, Safari and Opera.

Search Engines: All the websites that we develop are search engine friendly. We include the major elements of what a search engine looks for in every website we build. Please note that a search friendly website is not a substitute for a scheduled, ongoing Search Engine Optimization Campaign. We will discuss an SEO program as your project nears completion.

Final Invoice: The project is now ready to go live and the client will then be presented with a final invoice. **Full payment must be received before the website is launched.**

Post Launch

After the client's website is live, we will schedule a few post launch items such as training and ideas for ongoing strategy. We will also announce the launch on our Social Media pages and add the client's website to our next addition of our E-news. We send our electronic newsletter about once a month and always feature our latest designs.

Other Stuff

Hosting and Maintenance: Keeping our client's website current is the key to a successful Internet strategy. That is why we make a great ongoing partner! Even if you have a content management system, you may need us on occasion. Update requests should be emailed to UPDATES@elykinnovation.com. We can complete most updates within 24-48 hours. If there is an emergency update required, our client's can call us on the phone and in most cases, we will take care of it within minutes.

Billing: All projects require a signed contract and deposit to begin development. Many projects require milestone payments. That is, we complete a portion of the project, pause to review the progress with our client, and complete any adjustments required before presenting a milestone invoice. After payment is received, the project continues. All projects have a final payment invoice that is due after the project is delivered. We will launch the website within 24 hours of receiving the final payment.

Quarterly hosting invoices are sent 30 days prior to the end of a hosting period. The invoice is due before the new hosting period begins.

Bonfire: We track progress on all projects with a web based project tracking software called BonFire Live. We designed the software, so we know it works great! If a client wants a detailed report of how we spent our time on their project, we will send a copy of the report within 24 hours of the request.

Third Party Hardware: Many of our clients use their mobile device such as a smart phone, tablet or laptop to access their email accounts. We are happy to provide the information to you that your hardware company may ask for to complete the integration. If a client wants us to trouble shoot the hardware, it will require a signed work order because the process is billable.

Content: These are the words and images that populate the website. We assume the client will provide the content, unless otherwise discussed and quoted as a specific item in the proposal. If needed, we can provide experts in content development and/or photography.

Stock Photography: We often direct our Clients to browse a variety of trusted resources to select images should they wish to use stock photography. Most projects have a budget of \$75.00 included in the cost of the project. The Client is responsible for the cost of stock photography if it exceeds \$75.00. If needed, we are happy to buy photos on your behalf and invoice you at our cost.

Custom Photography: we always recommend a professional photographer and can provide names of qualified professionals.

Change Request/Work Order: Our process insures that everything we propose and contract for is delivered. If a change in the project scope is required, then a separate work order is

prepared, quoted and approved before we proceed. The costs associated with this change request/work order are usually added to the final invoice, unless they are large enough to require a deposit.

Content Management: Some clients prefer to maintain their own website using a content management system. We can install a content manager and train our clients to use the system.

Training: We can provide training for any technology service or program related to the client's website, at the client's location or at our office.

Cancellation: Our contracts have a cancellation clause that simply requires a written request, with 30 days notice. Our client will own all of the original work created, once it is paid for. If a project is restarted after cancellation, a new contract and deposit is required.

Extended projects: We understand that sometime life gets in the way of keeping a project on schedule. If your situation requires us to put the project on hold, we can accommodate the request, but will need to review the specific circumstances. Please note that a delayed project may require a new contract once it gets back into the production schedule.

Ownership: Our clients own all of the original work and source code we create for their project, once it is paid for.

What is Not Covered?

Essentially, if an item is not detailed in the contract, it is not covered in the project. Our process is the result of many years of experience so we expect no surprises. If a client is not sure if an item is covered under their existing contract, they just have to ask.

We work hard to provide an excellent customer experience and finished product for our clients and view this guide is an important first step. Any feedback or comments are welcome!

Best Regards,
Joe Lemire
Chief Innovator