



**mustard
seedmedia**
Your online branding experts

*Your
project
from start
to finish*





Its in your hands

Many factors will determine the time line for your website development from start to finish:

- The size and complexity of your website*
- The decision process*
- The flow of communication between client and designer/developer*

What do you want to achieve?

Perhaps you are an already existing business, but you want to reach more customers by putting your business online. Maybe you want to sell online, or maybe you simply want to engage with your customers more. Maybe you already have a website, but want to update it.

Once you have thought of that answer, then its time to give us a call or drop us an email.

T. 01924 240194 - leave us a message and we will call you back

M. 07868780096 - chat with Fionnuala

E. info@mustardseedmedia.co.uk



Next: Lets do coffee!



Lets do coffee and chat!

If you are local to us, we will arrange to meet up over a coffee and discuss the following points (or talk over phone if you are a bit far away):

- What your company does ?*
- Your company branding that already exists ?*
- What your budget is ?*
- Do you have a deadline ?*
- What type of website are you looking for? Professional/modern etc*
- Do you have any existing content or information that we can use to start building your website ?*



We also ask our clients to look at websites that they do and dont like.

They don't necessarily have to be the same kind of business.

This just gives us an idea of what you would want or not want.





How much will it all cost?

Many factors determine the cost of your website.

After we have had a chance to discuss your project and what it is you want to achieve, we will be able to give you a preliminary quotation. This will cover all the elements we will have discussed.

We don't like to give our clients any nasty surprises, so we will be upfront about our prices and give you a cost breakdown so you can see how much each element will cost you.

You can get an idea of how much it may cost by looking at our packages on our website www.mustardseedmedia.co.uk/price-guide

You can then choose to accept our quotation or discuss with us any parts you are unsure about. If you are happy with the quotation, then we organise payment via invoice:

25% of the agreed quoted fee will be required upfront before any work is done

25% is due at the first interim meeting

50% (and any agreed extra costs) is due at the final meeting before launch





The design and technical process starts

*Once we have received your desposit, we can then start designs.
This will include a mockup of what we envisage your website to look like.*

The time spent on the designs will depend on how complex you want the website to be, but we try and achieve a 2 week turnaround.

We will put these designs into your branding package and either post or email the package to you.

*Our technical department will also work to try
and secure your chosen URL or find one
that suits your business name.*

*They can also organise any domain transfers that are
required if you had an existing website.*







Presentation of our designs

We will give you a chance to look over our designs and consider our ideas. Once you are ready to discuss your branding package with us, we will arrange to meet up or chat over the phone.

The project can go one of two directions.

 *1) You like the ideas, have minimal changes and are happy for us to start building your website. Obviously, this is the direction we like!*

OR

 *2) You are not happy with our designs and want us to return to the drawing board. Perhaps we have missed the mark slightly and you want to see other ideas before we can start building.*

We will chat about where you think we went wrong, what you don't like and what changes you want to see. We will do up to two revisions of the designs before we charge extra for our time, but we are happy to work until you give us the thumbs up!





Setting the interim meeting date

Once you are happy with our proposed designs and we have finished jumping up and down with excitement, we will then arrange an interim meeting date.

We will take into consideration all the information you have given us so far and what has been agreed in the website build.

The date we agree upon will depend on the complexity of the build.

We will do our best to have your project at a stage where you can see the design and layout of your website but still have the flexibility to make changes, however there are aspects which can slow down the process.

- 1. Delays in giving us information*
- 2. Changes to the agreed design*
- 3. Unpredictable delays due to third party involvement.*





Website Build

Once we have all the information in place, our web developers will start to build the website. The amount of time spent building the website will depend on the complexity of the agreed design. We will have already factored this in when we agreed the end date.

We may go a little bit quiet at this point, but dont worry, we will just be very busy building.

We will stay in contact with you should we need any further information.

We may get to a stage where we can not go any further without your input or your agreement.

That is when we will meet up with you to agree the next step.



**DO
NOT
DISTURB**

**DEVELOPERS
CODING**



Website Build involving the client

Many of our clients will want to be able to edit and update their site by themselves in the future. If this is the case for you, our developers will create the skeleton of the website and put some of your company information on but leave a lot of it for you to add.

E.g If your website has a shop, you will want to input your terms and conditions, your product information, your tax and shipping information.

We will arrange to meet up with you and teach you how to use the CMS (content management system). We will support you while you input your information on the site and help you if you get stuck.





Final Presentation

So the website is built and we have put all the information you required on. Its looking good as far as we are concerned, but we need to ensure that you are happy with it.

Again, this meeting can go in one of two directions:

- 1) You are happy with the site and we can set a launch date.*
- 2) You may want to ask for final changes or ask for any additional items. Note that items not mentioned in the original quote will be chargeable and you will be sent a revised invoice. If there are many changes we will give you an idea of how long those changes will take, we go back to our drawing boards and arrange a further meeting once they are completed.*

Please note: Final payment is due at this meeting





Count down to launch!

Once you are happy with the website and are ready for it to go live, we will agree a launch date.

Launching straight away is not always the best option. Certain times of the year are better than others. E.g it is best to avoid holidays or festival days when news of your website launch would fall on deaf ears.

We recommend agreeing a date at least 1 week ahead. This gives you the opportunity to raise hype about your website via your social media. You could even do a daily count down until the launch day.





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Post launch support

Your website has gone live and is hopefully getting alot of traffic.

We will help you with minor updates as part of our hosting fee. Any major functionality changes will be chargeable.

We will check in regularly to ensure that everything is ok and answer any questions you may have.

If you haven't already done so, we will teach you how to use the CMS so that you can update and edit the content yourselves.





and finally....

Get FREE hosting forever!

Do you know someone that could do with our help?

Simply refer our services to your contacts, family and friends. If one becomes a client, then we will reward you with 1 months free hosting. The more you refer, the more you save!

