

WEBSITE DEVELOPMENT PROCESS INFO



www.cipdesignstudio.com

Research

The first step in the website development process is for you to research your industry and what's working and what's not. Make notes about functions that would be useful on your site. Think through your business structure and admin. Things like FAQ's can save you answering the same questions time and again.

Would an on-boarding form help you process quotes more easily? Would you like customers to book in Online? Would you like a newsletter. All of these things affect the type of hosting plan you have with Wix and also the annual costs of your site. But they can be very effective in reducing your admin time also.

If there are things you really don't like on websites please let us know also. Make note of the great copy text and images on sites you are researching, this is usually a paid service and if it's in your budget I highly recommend it.

Ask your customers what they would love in your website they are your best resource. If you are a new startup ask family and friends.

Use a google doc to send through information to info@cipdesignstudio.com



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Read Our Blogs

On our Blog there are two posts regarding getting ready for your new website development. The first is how to write your own copy and the second is how to prepare for your branding shoot.

I know that when you signed up for your website you thought that was the massive startup costs covered and it can be, if you choose to do the content creation yourself. We can work with you to help guide you to create your copy yourself (you can get this rewritten professionally later as your budget and business grows). If you are interested in working with a copywriter we highly recommend [Away With Words Agency](#).

The other site content you need is branding imagery. A professional shoot captures the look and feel of your branding and tells the brands' story. This instantly connects with your audience and creates authenticity for your brand thus invoking trust from your site visitors.

If the cost of brand photography is prohibitive to you at this stage then stock photos can be used.



Photography

The best option for a high performing website as stated on the previous page is custom brand photography. There are many photographers that can offer this service, try to find one whose style aligns with your branding.

A pro shoot ranges from \$600-\$1000 generally. If you have a friend that is a budding photographer this is another option and you could potentially plan out a shoot yourself using the information on our blog.

The power of branding photography that is done well however is exponential. A professional photographer can capture and curate an image to perfectly tell your story and connect with your customers as well as portraying your business as an expert in your field. If you look like you have invested in your business - others will want to invest in you.

If your business is product based, professional photography is essential. The consistent communication of your product to your audience from your social media channels to your website ensures they feel safe that they are purchasing from a legitimate business.



Planning

If you've signed on for website design only then you have probably been given a 2-4 week lead time for your project to begin.

Use this time wisely to write your content on a google doc in sections or employ someone to complete this. You will also need to either let us know if you wish to use stock images or if you are planning a shoot.

If you are planning a photo-shoot and have found a local photographer whose work you resonate, with please put them in contact with us so that we can ensure your images are in formats that work well for website design.

If you have signed on for a business package you can start on your copy text right away whether that be with a copywriter (who will make your life so much easier) or writing it yourself.

Please wait until your branding is complete to do your photo shoot, or at least have the mood board part completed as we want to ensure your brand colour palette is included in the props and clothing in your shoot compositions. If you have any further questions please fire them through via email.



Website Setup

If you have signed on for a website design package then the first step will be setting up your account on the Wix platform.

You will also need to purchase your domain asap as you don't want this to be snatched up by someone else. If you purchase an annual plan from Wix this includes one free year of a .com address, If you would prefer to have a .co.nz then you can invest in this with a variety of hosts such as GoDaddy, Free Parking, Crazy domains etc. Having a .com with Wix (google) means you can also connect to a Gsuite mailbox and have all the billing in one place.

You will be charged a separate fee each year for your domain and your mailbox hosting (if you choose to have a professional email address such as *hello@joebloggswebsite.co.nz*)

Zoe will set up your Website with Wix under your name and contact you to put your credit card details for annual billing for the web hosting by Wix. The cost of this plan depends on the services you require on your site. A basic plan starts at \$8.50 US per month. The beauty of this system is there are no other charges from CIP, you own your site and can work with multiple professionals and experts on it in the future you can also update and change your plan, for example if you want to add a shop or events or bookings.

We then get you a landing page up and connect your chosen domain while we build the full site in the back-end. We start with a homepage design for your review and then complete the whole site.



To-dos for you

- **Research** - write a list on a google doc of your wish-list for your website. Things you love or hate are also helpful in ensuring the right design is created for you.
 - **Read Blogs** - read through the blogs on writing your own copy and preparing for your branding shoot and work out how you are going to create your content.
 - **Photography** - If using a photographer book your shoot. For stock images, please indicate what these should/n't look like. Send images through via Drop-box or link from photographer. Please name folder with your business name.
 - **Planning** - If using a copywriter, plan out the pages of your site or sitemap eg. home, services, about. They will guide you with copy text from here on.
 - **Website Setup** - Purchase your domain or let us know the .com you would like. When content is ready send it all through to us for our zoom consult.
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