



## Client Handbook

### Project Management

You and anyone else on the staff that will be helping with the progress of the web design project will be given a username and password to access the Client Login area located at [www.elegantimagestudios.com](http://www.elegantimagestudios.com) ; under Support – Client Login. Let us know if we need to add a staff member who will need to discuss the project online.

All notes on the project will be discussed here (not via email). All files (photos, docs, spreadsheets, etc) will need to be uploaded to your project within the Project Management application.

This will help us be more organized with each project. Know the plan, process, and timetable and expect to stick to it. We have a specific timetable for your project in mind and must stick to it to allow for meeting other contractual agreements right behind your project. We must keep the project moving along.

### Submission Of Demos

We can not afford to create the vision “as we go along” or “I need to see it to vision it”; this is too inefficient, and costly. After you have provided your detailed vision, do not expect EIS to start over on a different road if you don’t like what you decided. You will be provided a link or two links through the Project Management for you and your staff to review. The demos will be static only, no movement besides the roll-over buttons. The demos will look a bit plain. However, we are only going for a layout and color choice (theme) for the website at this point. Content will not be placed on the demos. (There will be text areas, so that you will see where text will be placed). We will not be adding any flash to demos; this is done before the project goes live on the internet. Do not worry about photos at this point. Remember you hired us because we are the Web Designer; we have completed over 600 websites and have received positive results for many of our clients. The clients who have not received positive results, most likely had too much input with the initial design

phase. This could hurt your website results if you do not stick by W3 web Standards.

This includes:

- No web counters on the website
- No more than a size 14 font permitted, the standard is 12 (people will not notice specials or any other information better if you've made the font larger, most people will not take your business seriously if they see this)
- For the text areas the standard is an Ariel font, not New Times Roman or any other font that may be hard to read (New Times Roman is a hard font to read to most people on the internet-stay away from using New Times Roman or any other font that is hard to read)
- Do not center your text throughout the website
- Do not use different colored fonts throughout the website

This would be very amateurish and you don't want to send that message out to the world.

**\*\*Note...** If you are managing your own website with Contribute and add any of the above non W3 Standards to your website, we will have to remove your website from our Portfolio, as this could hurt our reputation as a web design firm. We take great pride in the time we spend laying out websites, we depend on our work in our portfolio to receive more business and to win more awards. And this could hurt your online presence and rankings when it comes to SEO. **\*\***

## Demo Revisions

Once you have chosen one of the designs (demos), you will need to submit which demo you would like to go with within the Project Management along with any revisions needed to the Demo. Two revisions are allowed for the one demo. Any revisions to the design after the two revisions have been submitted will be an additional charge of \$100/hr. This will help us make sure everyone is on the same page from day one. We expect to have minimal revisions after researching your competition on the internet and meeting with you. At this point we should have a clear understanding of what you are wanting.

## Navigation

This is a very serious step of the web design process. We need to make sure that the navigation is correct after the demo design has been chosen and revised. Navigation will usually consist of a Home Button, About Us Button, Contact Us Button, etc; however we need to make sure that the fly-out menus are correct as well. The fly-out menus are the menus that pop up if you roll-over one of the buttons like "About Us". Make sure you always map out the navigation of your site and submit it for review to EIS online through the Project Management.

We will review your navigation and make suggestions if needed.

## Sign-Off Form

EIS will require you to sign-off on the design before proceeding with the work on the project.

Before you sign-off on the design make sure:

- You are okay with the colors of the design
- You are okay with the layout of the design
- The navigation of the site is correct
- The fly-out menus are correct
- You are okay with the main page image in the top header

This is very important that you make sure that everything is correct at this point, any changes requested after you sign-off on the Sign-Off Form will require a \$100/hr charge up front (no exceptions) before any work is continued on the project. This helps keep the project rolling along, and will cut down on any backwards design, so time is not taken away from all of our other projects and your website will be completed in a timely manner.

After you have signed off on the design we will need for you to fax the form to our office. Fax Number: (678) 884-9121.

## Building of the Website

By now you should have had enough time to gather all the necessary materials needed for the completion of your website. Make sure that when we ask for information for the website you try to get it to us in a timely manner. Once again we do have other contractual agreements behind your project. If communication comes to a halt, we will have no

choice but move your project back each time communication is dropped so that we may continue doing business with other clients until you are ready to continue with the project.

If communication has been dropped for a couple of days, a week or more and then you decide that you are ready to move forward; understand that we have most likely moved on to another project and your project may be put on hold briefly until we complete the work we have currently started working on when the your project came to a halt.

Most websites can be completed within 30 days after signing the contract with EIS. (Shopping carts are not included in the 30 day turn-around time)

We will build the complete website on our hosting account/server so that you may review the website online before we meet with you to finalize the project and receive the balance.

#### Ecommerce Websites (Shopping Carts)

After completion of the set-up of the shopping cart and the total amount of 5 products in each category has been entered in by EIS (requested by you) the project will be assumed completed and final payment shall be made before launching the website. We do not wait for the products to be entered in by you to show the project as completed, this is your responsibility, and we do not include Data Entry in the price of the Shopping Carts. This can be arranged if needed for an additional charge. We ask that all manufacturers be submitted to EIS, along with some of the products you will to sell (Most Popular Products) so that we may feature on the intro page of the Shopping Cart. We will need all links to manufacturer websites, product names, sku#'s if used, to be sent to us in a timely manner so that we may be able to complete the project as soon as possible.

We use a third party shopping cart service, this means that if the shopping cart goes down or is not working properly you may not hold EIS accountable for lost sales, business, etc.

#### Launching Of the Website

After we finalize the project and receive the balance on the project we will then launch your website that night if the hosting account/ftp information has been provided. When we first met with you we had most likely suggested using GoDaddy to host your website –if you decided to use a different hosting account you must understand that not all hosting

accounts support different elements on websites and it may take some time to work with other hosting companies to work out the kinks in the website when we go live with your new website. This can always be resolved. This is why we always suggest GoDaddy as a hosting company; they handle all the elements needed for all scripts to run properly online.

## Content Management System

If you would like to be able to update your website then ask about getting a Content Management Application for your computer. We ask that if you insist on updating your website yourself, please do not delete certain elements of the site, this could break the site and make it come out of alignment. (This includes, main header graphics, title bars, side bars, columns, titles of columns) If this happens and you need help putting the site back to the way it was there will be a charge of \$100/hr up front additional cost needed before any work is completed. Content Management Applications can not be set up until after the site is completed and gone live.

## Client Management Online

After launching your website your project will be closed in the Project Management online. We will now assign you a new username and password for the Client Management application online for updates, messages, and future billing for updates outside the 90 day unlimited updates. Once again just as with the Project Management Online Application you were using before all discussions will be handled only online in the Client Management located at [www.elegantimagestudios.com](http://www.elegantimagestudios.com) Support – Submit a Ticket.

## 90 Days Unlimited Updates

After launching your website you will have 90 days of unlimited updates to text and graphics.

This includes:

- Content text ONLY (not graphically text)
- Graphics such as new photos for photo galleries, staff photos, or any additional photos you can provide

This does not include:

- Color changes (refer to Sign-Off Form)
- Layout changes (refer to Sign-Off Form)
- Navigation Changes (refer to Sign-Off Form)
- Header photo changes
- Movie changes
- Forms

## SEO (Search Engine Optimization)

We have a great reputation for outstanding SEO results; however this process can take some time to show great results for your website. We have seen results in as little as 1 week and as long as 6 months. Ecommerce sites can take a bit longer since selling on a national level. We suggest Pay-Per-Click if you are not satisfied and would like to see results ASAP. Contact us so that we can set you up with a local representative to meet with you for better placement on the web and immediate results.

Occasionally you may get emails or phone calls from companies claiming they can improve your ranking with Link-Building, or Pay-per-click. The only legitimate company we suggest using is Reach Local. Link Building will not help improve your site rankings, if anything that could hurt your website rankings.