



Let's Work Together

WordPress Website
Consulting, Planning,
& Development

An introduction to working
with Selah Studios

Welcome!



I'm excited to discuss working on your WordPress website project with you. Outlined on the following pages are all the basics about how I work.

Please read through the entire packet carefully to ensure that my processes work for you. If you have any questions, please don't hesitate to ask.

If everything looks good, the next steps are outlined at the end of this packet!

-Marta

Hi there, I'm Marta

Thanks for your interest in working with
Selah Studios

I've been working with WordPress Websites
and Membership sites since 2008. WOW!
How did that happen?

My favorite projects are collaborative projects where we work create a solid online foundation for business and a business asset that will serve you for years to come.



Mr. Oliver



Office Managers



Miss Mochi



You may hear these 2 in the background from time to time :)

Office Hours + Communication

Office hours are:

Monday, Tuesday, Thursday and Friday: 11am to 4:30pm Pacific.

Closed on Wednesday

Please note, I'm out of the office Saturday - Sunday, and Wednesday and do not check email.

Currently I work through email for initial introductions and manage your website project through a shared Google Drive folder. This is a secure way for us to share content, checklists, outlines, and more without needing to send sensitive details via email.

Please note, I do my best to reply to all communication regarding active projects within 1 business day, during office hours.

If you'd like to chat via Zoom/phone, you'll be able to do that once we have agreed to work together. Scheduling calls keeps my work from being interrupted and allows me to focus on your project!

Website Services & Support

WordPress Website Design & Development

Far too often the thought of updating your current site (or creating a new one!) becomes a project that gets put off. It feels too big, overwhelming, and it never feels like the right time to add it to your already busy schedule. It's time to change that! Together we take the vision, goals, and plans you have for your business and create a website that works for you.

Website Strategy & Consulting

Your website plays an important role in running and managing your business. It is an asset of your business and needs to be treated as such.

But it can be an overwhelming project with so many different options, features, tools, and resources. Together we cut through the noise and find the tools, design, and strategy YOU need for your business.

Monthly Website Care Plan

Backing up your website and database on a regular schedule is IMPERATIVE as is keeping up with all the WordPress, Theme, and Plugin updates. But pushing that update button can make you hold your breath, cross your fingers, and hope for the best. What happens when your site updates do not work as planned or (heaven forbid) your site gets hacked?

That is why solid backup and restoration systems are vital to your business.

The WordPress Website Design Process

PREPARE



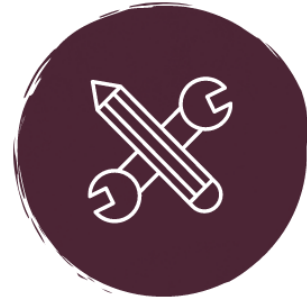
We look at where you are at in your business, where you are going, and how your website can help you get there.

PLAN



Once we know more about your business and growth ideas, we make a plan of what your website needs – Content, Images, Branding, Listing Building, and more.

GATHER



With a plan in place, you will then gather all of your website copy, images, and branding material needed to create or update your website.

CREATE



Once you have gathered all your website content, it's my turn to get to work creating your website using the plan we created and the content you gathered.

LAUNCH



We launch your site and make it live. It is now ready for you to use, share, and promote your business.

SUPPORT



I'm here to support you, your website, and your business.

What's Included

What you're getting: A WordPress website designed to fit your business and marketing goals.

Possible goals: List building, appointment booking, or selling your products and services.

WEBSITES:

Your website will be built using WordPress, WP Astra, or the Genesis Framework which means you'll be able to update it easily –hooray!

I'll also include my recommended plugins to help backup and secure your site, as well as a few I've found that just make updating your site easier.

CONSULTING & PROJECT STATUS REPORTS:

Besides the tech stuff, we'll also meet for a strategy session via video chat, to nail down all your needs and get us both 100% on the same page. After the project begins, we'll have regular check-ins to review what's been done so far, and where we're going next.

What's Not Included

CUSTOM PLUGINS, FONTS, IMAGES

Your website design and development does not include any paid fonts, images, or premium plugin licenses. If there are any specific fonts, images, or plugins you want to use, please let me know right away as you will need to purchase them before I can begin work on your website.

SEO OR KEYWORD RESEARCH

In using WordPress and the WP Astra theme or Genesis Framework, and a great SEO plugin your website is ready for your keywords and page titles. If you have keywords ready to use let me know and we can add SEO set-up to your website package.

In-depth SEO strategy or keyword research is not included in your website package. I have wonderful people I can refer you to when you are ready to add this to your marketing strategy.

EMAIL MARKETING

I can help you create a basic sign-up form to add to your site but a full consult on email marketing and strategy is a separate package and offer.

What I will Need From You

ANSWERS TO SOME QUESTIONS

There will be quite a few but I promise, it's not a pop-quiz!

I need to pick your brain! In our shared Google Drive folder there is will be a homework section for you with a questionnaire or workbook depending on the scope of your project. This will help us both think about your business and marketing goals so we create a website and collection of tools that work for you.

CONTENT

To build your website properly, I'll need your content before we begin. This includes text copy, videos, and any images you wish to use.

Starting with the content allows me focus the design around your content and highlight all the important aspects to direct visitors where you want them to go.

BRANDING

If you have a logo designed I will need a hi-resolution file of your logo as well as color codes and fonts used (if you have them).

ACCOUNT LOGINS

For website projects I will need access to the variety of services we will be using to create your site. At the start of our time working together I will send you a list. You are welcome to fill out the account logins questionnaire or send me login details through a password sharing tool such as LastPass.

Process & Timelines*

To be honest, each project is slightly different. I know, helpful right? The two most common timeline issues are how much pre-planning and consulting we need to do before starting your project, and how soon you can get me all of your branding and content. On average website planning, design, and launching takes approximately 4-6 weeks.

* **Please note:** This timeline does not apply to Monthly Website Care Plans or hourly based projects.

You can see further descriptions of the options available at:

www.selahstudios.co/wordpress-website-design/

Payments

PAYMENT SCHEDULE FOR DEVELOPMENT PROJECTS:

Website design package payment options:

- 1) Single Pay - Pay in Full
- 2) Payments: 2 or 3 payments plan

If you wish to add or change the scope of work, and if the timeline changes due to these changes or additions (or lack of response on your part), these costs will be billed as additional and will be added to your final invoice.

If your requests go beyond the original scope of our agreement, you will be notified first before new work is done and our agreement updated.

MONTHLY WEBSITE CARE PLANS:

These are prepaid projects and are automatically billed monthly.

Cancellations

WEBSITE DEVELOPMENT PROJECTS:

Sometimes things just simply don't go the way we expect them to. If, at some point, either of us decides our working relationship is not working, then we can submit the desire to part ways in writing and payment for all work completed at that point will be due.

For example, if the website is 75% complete, you will be billed for 75% of the total project cost, and 100% of any additional expenses must be reimbursed.

You will own any completed or partially completed files, and may use them in any way you choose. I retain the right to use anything I created in my portfolio.

MONTHLY WEBSITE CARE PLANS:

These agreements can be canceled at any time with a 30-day notice.

Next Steps

THANKS FOR READING!

Please shoot me an email at marta@selahstudios.co if you have any questions.

Everything look good?

Wonderful! I'll be reviewing your Website Project Questionnaire and will reply with next steps.

All the best,
-Marta