

Professional Package Onboarding & Project Guide

1. Welcome & Onboarding

Thank you for choosing the **Professional Website Package**. This guide outlines the full process, expectations, and deliverables so you know exactly how your project will unfold.

Next Steps

- Discovery call to define goals and requirements
 - Content collection via shared folder
 - Project planning, wireframes, and design direction
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2. What's Included in the Professional Package

- Up to 10 custom-designed pages
- Enhanced branding and visual design
- Advanced layout components
- Contact forms with email delivery
- Light custom functionality (non-database)
- Mobile-first responsive design
- Performance optimization
- SEO setup (titles, descriptions, structure)
- 3 months of support

Price Range: \$3,000 – \$5,000

3. Project Timeline Overview

- **Planning:** 1 week
- **Design:** 1–2 weeks
- **Development:** 2–3 weeks
- **Testing:** 1 week
- **Launch:** 1–2 days

4. The Full Development Process

Phase 1 — Intake

- Receive inquiry
- Send onboarding email
- Schedule discovery call
- Create shared folder
- Send questionnaire

Phase 2 — Planning

- Build site map
- Create wireframes
- Create homepage mockup
- Send for approval

Phase 3 — Design

- Choose fonts
- Choose color palette
- Build reusable components
- Build header + footer
- Build section templates
- Create interior page layouts

Phase 4 — Development

- Set up project structure
- Build all pages
- Add animations and transitions
- Add forms + email handling
- Add SEO metadata
- Add light custom features (sliders, galleries, etc.)

Phase 5 — Content Integration

- Add text
- Add images
- Optimize images
- Add branding
- Add icons

- Add SEO metadata

Phase 6 — Testing

- Test on desktop, tablet, mobile
- Test all forms
- Test all features
- Fix bugs

Phase 7 — Launch

- Set up hosting
- Upload files
- Configure domain
- Set up SSL
- Submit sitemap
- Verify with Google Search Console

Phase 8 — Post-Launch Support

- Provide login credentials
 - Provide admin instructions (if applicable)
 - Offer maintenance plan
 - Provide 3 months of support
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5. Client Questionnaire

- Business name
 - Target audience
 - Website goals
 - Design preferences
 - Content availability
 - Technical details
 - Feature requests
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6. Content Checklist

- Logo files
- Brand colors

- Fonts
 - Photos
 - Written content
 - Domain/hosting access
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7. Contract Outline

- Scope of work
 - Payment schedule
 - Revisions
 - Client responsibilities
 - Ownership
 - Support terms
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8. Launch Checklist

- Test all pages
 - Test all forms
 - Optimize images
 - Minify CSS/JS
 - Set up caching
 - Add meta titles/descriptions
 - Add Open Graph tags
 - Add favicon
 - Add analytics
 - Submit sitemap
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9. Contact Information

Riggs Web Development

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