

WEB DESIGN PROPOSAL



DESIGN & DEVELOPMENT STRATEGY

OUR DEVELOPMENT PROCESS

We take a proven and structured approach to web design. Our development process was created to ensure every project is delivered on-time and on-budget. From conception to completion, our team is always focused on increasing conversions. Once your web design project kicks off, here's what to expect:



INITIAL PLANNING

The first order of business is to brainstorm and collaborate with your team and create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the web design process.

SITEMAPPING

Once we've agreed on a final game plan based on the collaborative planning, our team will proceed with mapping out the website. Understanding how users will behave and interact is crucial and our team are experts at laying a foundation that turns visitors into customers.

COPY & GRAPHICS

In order to move the production forward in a timely manner, our web developers will integrate relevant stock images and graphics into your custom site. As the development moves forward and revisions become made, we advise on personalizing the overall appearance and building your brand with compelling personal images and videos.

DEVELOPMENT

Once we've planned, completed site mapping and organized all of the copy and graphics, our team will proceed with development, kicking off two phases in unison. The first involves integrating the copy, graphics and relevant media. And if the client is doing marketing services as well, our team will then get to work performing SEO and competitive research and build the infrastructure for future SEO success.

TESTING

After the website is built and moved forward, our team follows a bullet-proof 19 point checklist that ensures the website is Sales Ready and optimized to the fullest. From indexing the website so Google picks it up to test firing contact form leads and making sure call tracking is lined up correctly, we leave no stone unturned.



PACKAGE FEATURES



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DEPLOYMENT & OPTIMIZATION

Ensuring your website is Sales Ready isn't just a thought in our mind. It's vital and one of the most important variables when it comes to converting web traffic. Mr. Pipeline will help you increase your phone call and email leads within no time at all. Our ultimate goal is to make sure you are set up to smoke your competition every way possible.



**If you are looking for organic rankings on page 1 of Google, then you would need to invest in a SEO campaign. Ask your Sales Rep or Mr. Pipeline team contact for more information.*

PROJECT TIMELINE

The table below represents our projected timeline for your web design project.

Milestone	Timeframe
Initial Planning	1-2 Weeks
Site Mapping	1-2 Weeks
Copy & Graphics	2-3 Weeks
Development	3 Weeks
Testing	3-4 Weeks
Deployment & Optimization	4 Weeks

