

How We're Going to Create Your Dream Website

Welcome to the magic of building your website with me! This guide is your roadmap to understand how I'll bring your online dream to life. I'll be with you every step of the way to make sure your vision shines. Ready? Let's dive in!

Step 1: Book Your Magic Site Intake Session

What's Happening:

This is your official starting point! Once you book your \$199 intake session, you'll receive a questionnaire to help me understand your business, goals, and vibe. This helps us hit the ground running and ensures the session is ultra-productive. (Note: If you have already completed a strategy spark session, I'll have sent you a code that you can use to waive this \$199 deposit)

What I Need From You:

- **Pay for the intake session (or use your code)**
 - **Fill out the pre-session questionnaire thoughtfully**
 - **Book your session & come ready to chat about your vision, struggles, and goals!**
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Step 2: Intake Session & Setup

What's Happening:

We'll meet for a 60-minute call to dive deeper into your brand, audience, and website goals. I'll use your questionnaire as a guide and build on it with personalized questions and strategic recommendations.

After our session, I'll set up your Client Dashboard, which includes:

- ✓ Your completed questionnaire
- ✓ A shared folder for your content, logos, and assets
- ✓ A welcome letter
- ✓ A link to pay your deposit (with a receipt for this session)
- ✓ A copy of your contract + your personalized payment plan

What I Need From You:

- Share your brand assets (logos, images, text, etc.)
- Approve the contract and pay your deposit

Step 3: Begin Your Build — Branding or Website

What's Happening:

Depending on your package, we'll either start with branding or dive straight into your site design.

If you've chosen Silver Shine or Gold Glow:

We'll kick things off with your Brand Elixir Package — defining your brand identity, visuals, messaging, and templates before we begin design.

If you're going straight to web:

We'll start laying out the structure and visual foundation of your website.

What I Need From You:

- Approve your branding (if included)
- Confirm your core content, offers, and pages for the site
- Share anything else you want featured (testimonials, photos, videos, etc.)

Step 4: Website Design Mockup

What's Happening:

I'll design the first mockup of your site's layout and style — colors, structure, fonts, and vibe — based on everything we've uncovered so far. Think of this as the blueprint for your digital home.

What I Need From You:

- Review the design with fresh eyes
- Give me feedback on layout, colors, and overall vibe
- Let me know what's working and what needs adjusting — your feedback is my fairy dust!

Step 5: Content Development

What's Happening:

Once the design is approved, I'll begin weaving in your content — text, images, video, and brand elements — so everything flows together seamlessly.

What I Need From You:

- Review all the written content and visuals
 - Make sure everything sounds like *you* and feels right
 - Provide edits or corrections if anything's missing or off-brand
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Step 6: Build & Test

What's Happening:

Now the real magic happens — I'll develop your live site and make sure all features are working beautifully. From desktop to mobile, forms to buttons, we'll ensure everything runs smoothly.

What I Need From You:

- Test everything on your end (pages, forms, links, mobile responsiveness)
- Send me your final round of feedback
- Let me know if any bugs or tweaks pop up before I finalize the back-end stuff

What You'll Get:

A fully functional, polished website ready for final review.

Step 7: Final Review & Launch Prep

What's Happening:

I'll fine-tune the final details — checking SEO settings, performance optimization, link structures, and mobile design — so your site is in top shape.

What I Need From You:

- Do a full walkthrough on all devices
- Approve the final version for launch

What You'll Get:

A launch-ready site that's beautiful, fast, and strategically built to grow your business.

Step 8: Launch & Celebrate

What's Happening:

It's go time! I'll officially publish your site and make it live. I'll also provide a training session (if needed) to show you how to manage it moving forward.

What I Need From You:

Pay attention to how users are engaging with your site & ask for feedback! You've got my ongoing support for 3 months after launch to help you make any changes.

What You'll Get:

Your website, live for the world to see — and the confidence to use it well.

Step 9: Post-Launch Support

What's Happening:

You're not on your own — I'll be available for up to 90 days post-launch to support you with minor tweaks, edits, and questions. This is your grace period to settle into your new site with confidence.

What I Need From You:

Reach out anytime something feels off, confusing, or if you need a little help remembering how to update something. I've got your back.

What You'll Get:

Peace of mind, ongoing support, and a website that keeps working as hard as you do.

Want More Ongoing Help?

If you'd rather *not* do your own updates, or you'd like me to keep an eye on how your site evolves (especially if you're adding new content, pages, or SEO elements), you can opt into any of my ongoing subscription services — and you'll get the **Website Watchdog Subscription** included for free.

Website Watchdog includes:

- Content swaps and minor edits
- Posting promotions or seasonal changes
- Quarterly Google Analytics & SEO check-ins
- My expert eyes on your backend setup (so you don't forget your meta tags or mess up your H1s 😊)

✨ Bonus: If you join **Social Spark**, **Campaign Sorcery**, or any other subscription, Watchdog is automatically included — because I want your website to grow with you, not get forgotten after launch.