

HOW WE'LL WORK TOGETHER

# Road Map for Your Website Project

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*Share Your Story Media*

• SMARTER WEB DESIGN WITHOUT THE HASSLE •



# Introduction

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**NICE TO MEET YOU!**

I'm excited to discuss working on this website project with you.

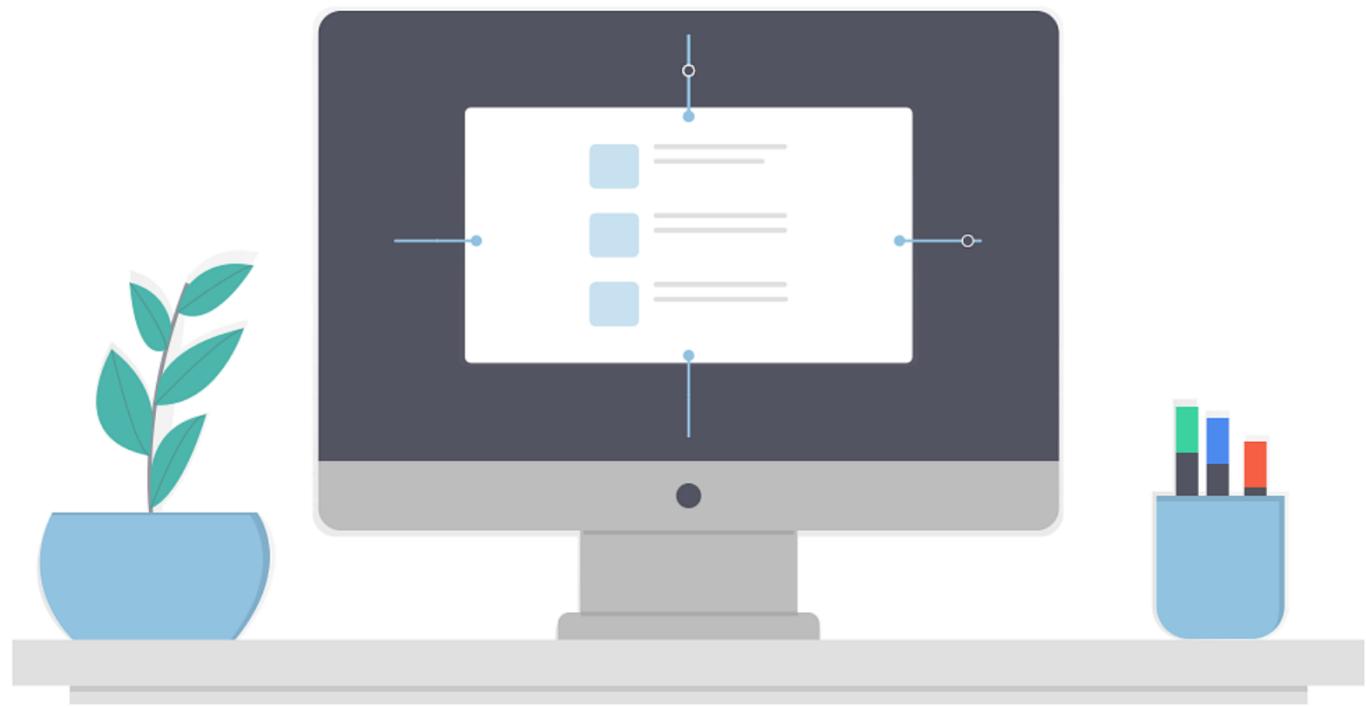
The following pages outline all the basics about how we'll work together.

Please read through the entire packet carefully to make sure my process works for you.

If you have any questions, please reach out.

Lisa Ratzlaff, Share Your Story Media

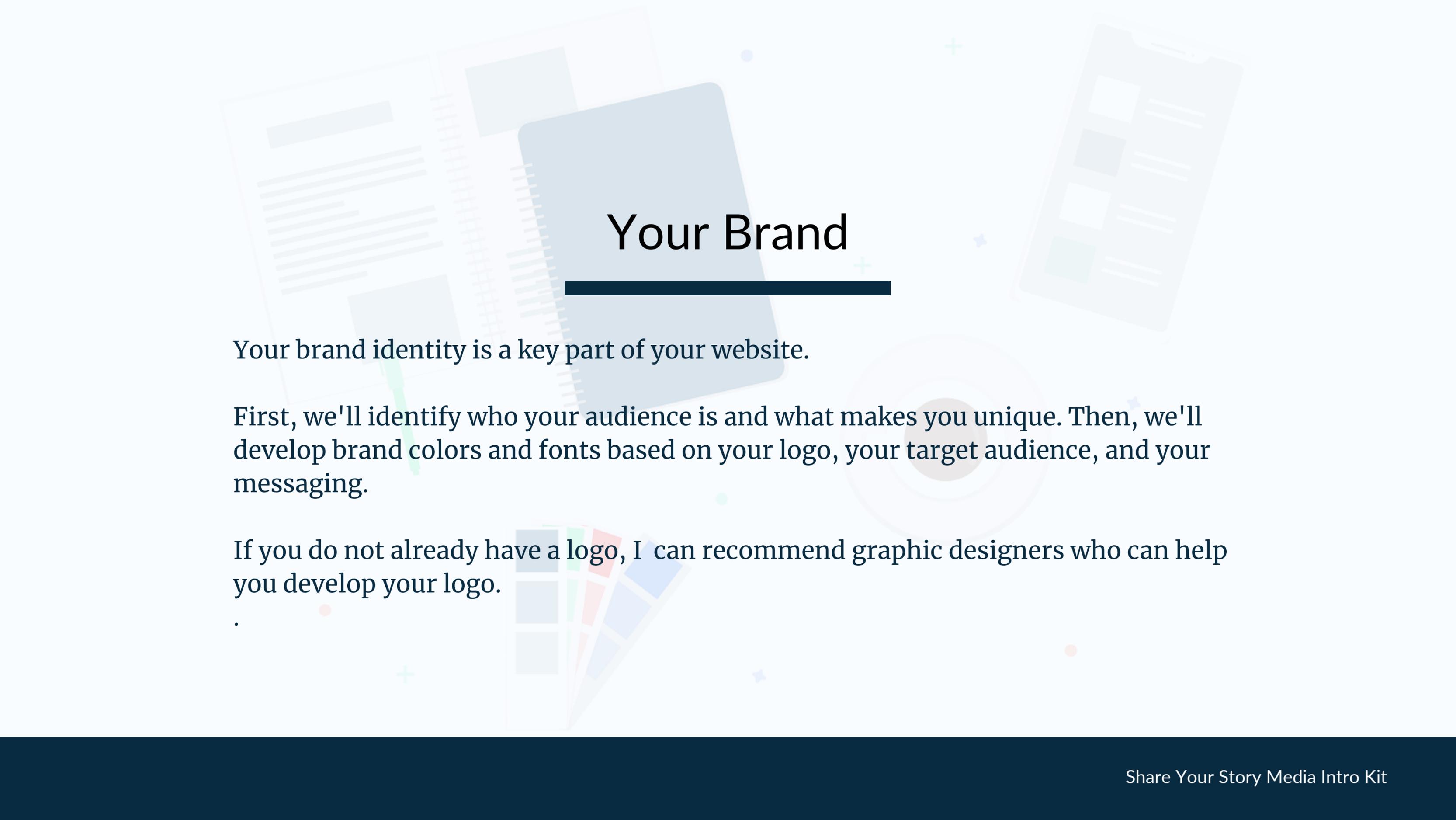
[lisa@shareyourstorypdx.com](mailto:lisa@shareyourstorypdx.com)



# YOUR WEBSITE

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What's Included



# Your Brand

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Your brand identity is a key part of your website.

First, we'll identify who your audience is and what makes you unique. Then, we'll develop brand colors and fonts based on your logo, your target audience, and your messaging.

If you do not already have a logo, I can recommend graphic designers who can help you develop your logo.

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# Design Strategy

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## DESIGN WORKSHEET

Before we start designing your site, you'll complete a project design worksheet so I can learn more about you, your business, and your goals for the project.

## CONTENT PLANNER

You'll also complete a content strategy planning worksheet. This worksheet will help you identify your target audience and refine your messaging.

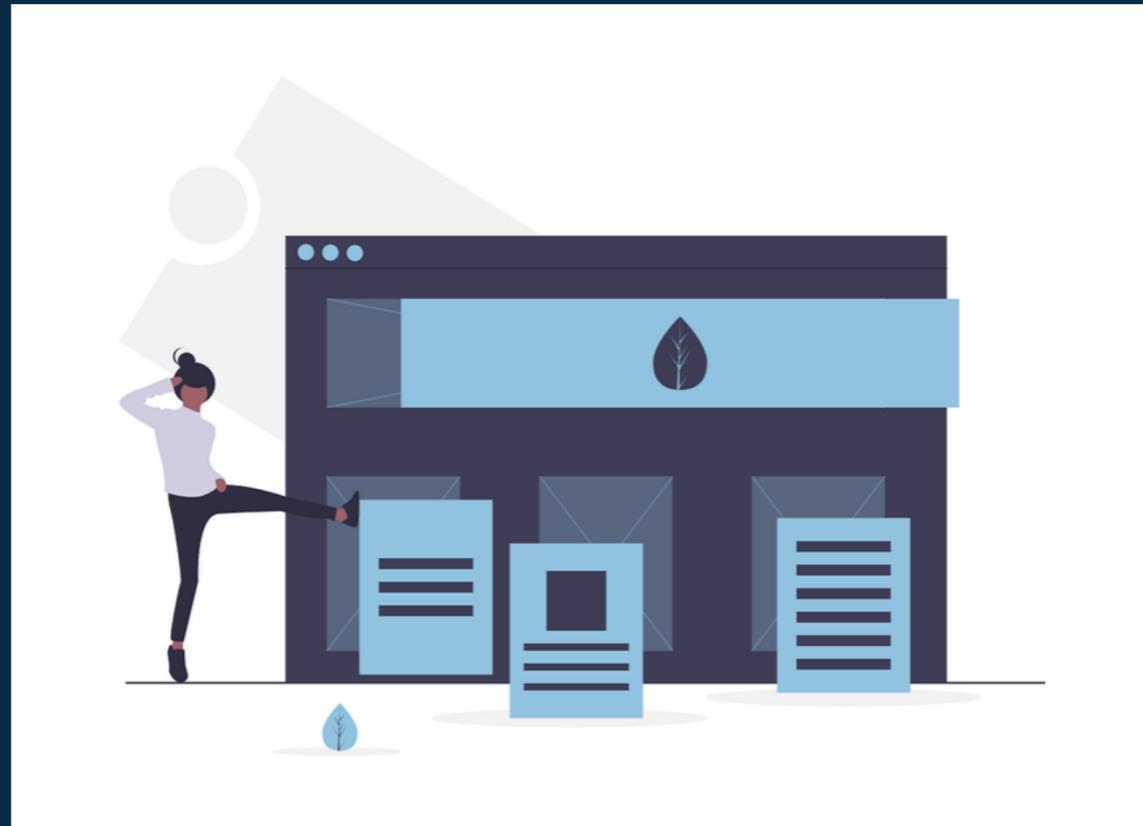
## DESIGN MEETING

We'll schedule a video call to discuss your worksheet.

We'll talk about the strategy for your website, your content and your messaging.

## WEBSITE STRATEGY

I'll develop and send you a site map and user flow for your website to make sure it is easy for your site visitors to use and helps you reach your goals.



# Website Framework

## Built With WordPress

I'll build your site in WordPress, using one of these themes: GeneratePress or a Genesis Child Theme.

## The Best Tools for the Job

I also use a page builder, Elementor, which makes your site easier to design and to update.

I carefully select and use the safest and most reliable plugins to add functionality to your website.

## Website Hosting

I've carefully researched and recommend only the best Managed WordPress hosting for your website.

# Website Content

## EASY CONTENT WORKSHEETS

We'll use a series of worksheets that guide you as you start putting together the content for your website.

Don't worry! I've made it as easy as possible.

## CONTENT COACHING

I'll provide feedback on the content you've provided.

I'll help you edit and revise your content before the website goes live.

## IMAGES

We will also likely need images for your site. You can certainly provide these on your own.

I can also gather your images for you and include these services in your website package.

## ILLUSTRATIONS

We may also need graphic design work or illustrations for your website.

I can provide some stock illustrations, or I can help you purchase appropriate graphic designs for your site.

# Website Build

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## WEBSITE PROTOTYPE

We'll start with a Home Page mockup. Once you approve the design and layout for the home page, I will design and build the prototype for the rest of the site.

## DESIGN & CONTENT REVIEW

I use a design review tool that lets us comments and suggest revisions directly on the website prototype. This tool helps us keep track of all of the comments and revisions.

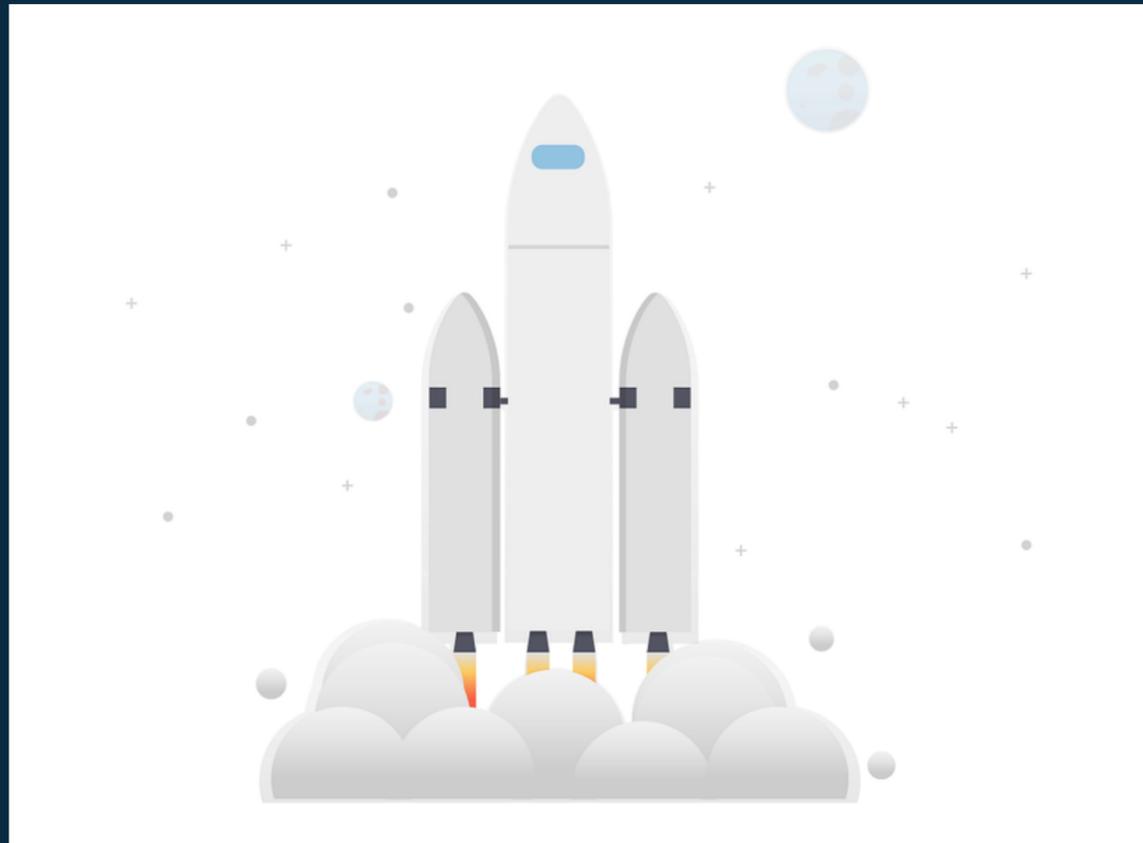
## WEBSITE BUILD

After you've approved the prototype and signed off on your content, I'll build the production website and get it ready to publish.

## DESIGN APPROVAL

You'll get one final chance to review the website for errors and typos before it goes live. Once you give the thumbs up, I'll get the site ready to launch.

# Website Launch



## Website Testing

Once you've approved your site, I'll test it in different browsers and for different device sizes. I'll make sure everything is working properly.

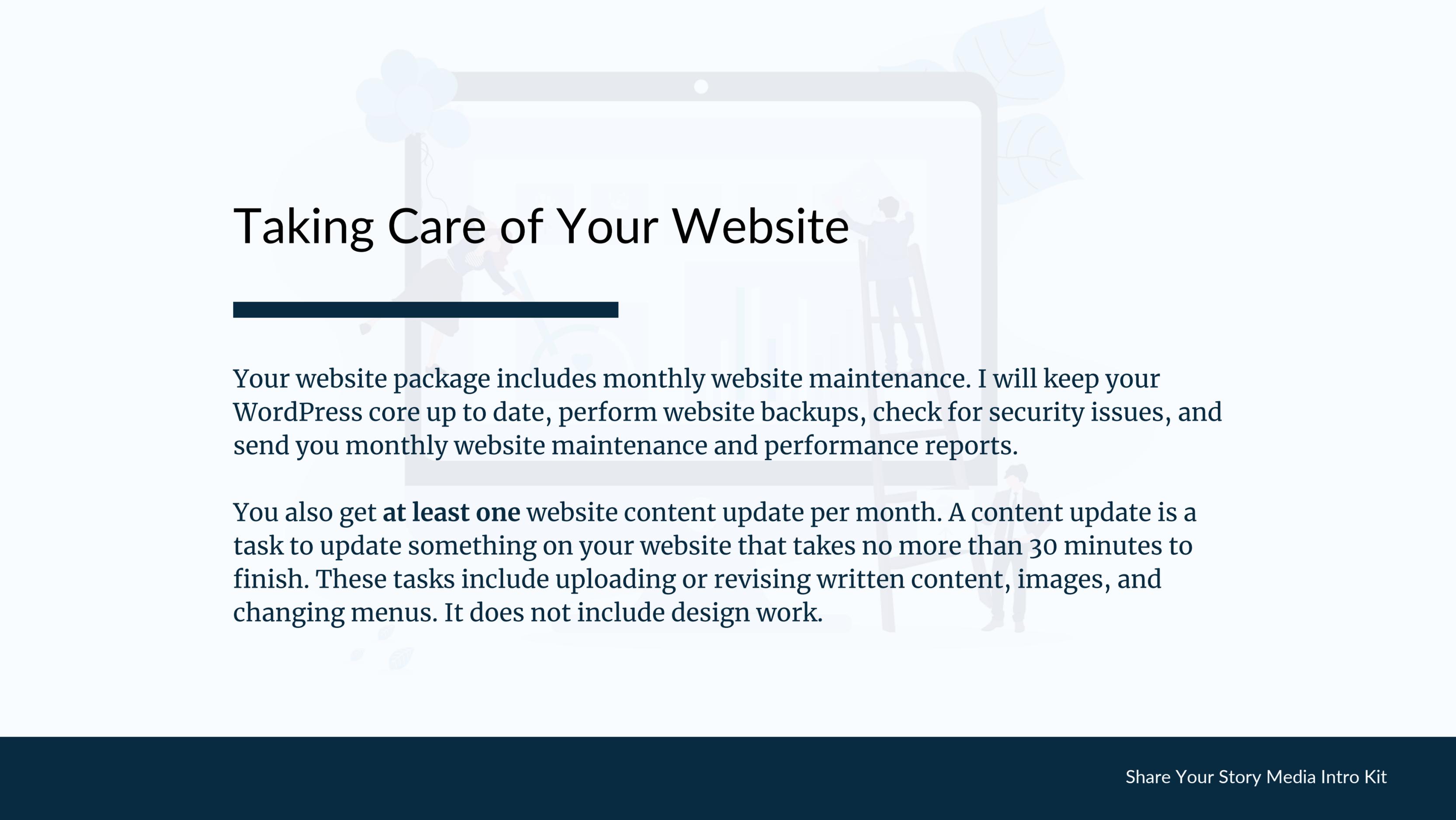
## Learn to Use Your Website

Before your new website launches, we'll have a one-on-one training session. I'll teach you how to use your website and make any of the updates you want to do.

I will also install training videos in your website dashboard, so that they are accessible to you at any time.

## Website Publishing

Once everything looks great, I'll publish the website.



# Taking Care of Your Website

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Your website package includes monthly website maintenance. I will keep your WordPress core up to date, perform website backups, check for security issues, and send you monthly website maintenance and performance reports.

You also get **at least one** website content update per month. A content update is a task to update something on your website that takes no more than 30 minutes to finish. These tasks include uploading or revising written content, images, and changing menus. It does not include design work.



# Annual Site Refresh

## Site Review

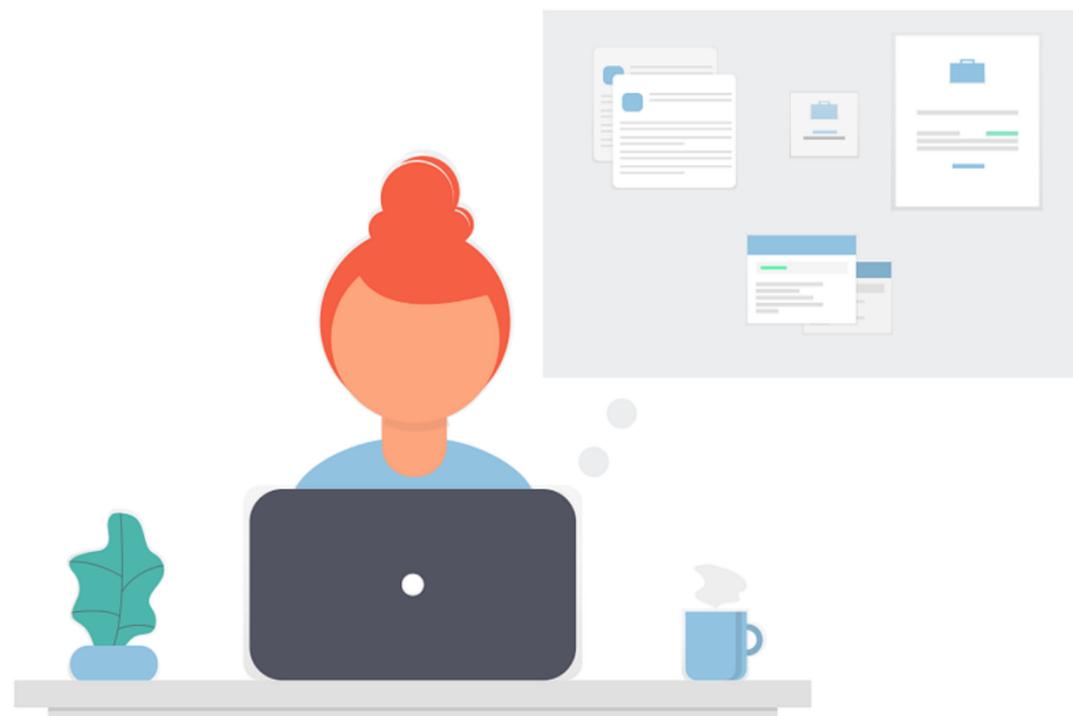
When you renew your package for another year, we'll schedule a site review to identify what's working, what's not, and what new goals you have.

We can either adjust your website strategy or build on the strategy you currently have.

## Site Updates

I will update your website to accomplish the new goals we set. This work includes adding or removing pages, altering site navigation and user flow, revising content, or adding some new functionality, all within the same terms of your current website package.

Site updates DO NOT include creating a new design or changing the overall purpose of your website (i.e. adding e-commerce, e-learning platform, or a membership site.)



# GETTING STARTED

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What's Next and What to Expect

# Project Snap Shot



## DESIGN KICK OFF

We'll work *together* to plan the design and strategy for your website using easy to follow worksheets and personal meetings.



## WEBSITE BUILD

Sit back while I do all the technical stuff to build the website. I'll help you gather and write your content to make sure you shine online.



## GO LIVE!

After you approve the website, I'll make sure everything is working and Google can index your site. Then, I'll publish your website.



## GROWTH

Grow with content and strategy updates throughout the year. Once a year we'll refresh your website to keep you on track.

# Your Investment



## Project Costs

I use a monthly pricing model with an annual subscription. You make a monthly payment, plus pay a small setup fee to get started.

Monthly fees usually start just below \$200, depending on your goals and needs.

## Time Commitment

Running a successful website requires time and collaboration with your designer, but it is worth the effort.

While I do as much of the heavy lifting for you as I can, you will need to participate in strategy and planning, and make time to participate in content creation and design reviews.

In fact, project timelines and success depend heavily on your participation.

# Getting Ready

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## WHAT MAKES YOU UNIQUE

Before we begin your project, start thinking about how you'd answer these questions:

- Who is your target client?
- What problem(s) do you solve for this client?
- How do you solve these problems?
- What result does your client get after you solve these problems?
- Why do you want a website?

Don't worry if you don't know all the exact answers yet! I can help you refine your answers in our Design Kickoff meeting.

# Thank You!

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Thank you for taking the time to read this guide! I am looking forward to talking with you soon to discuss your project.

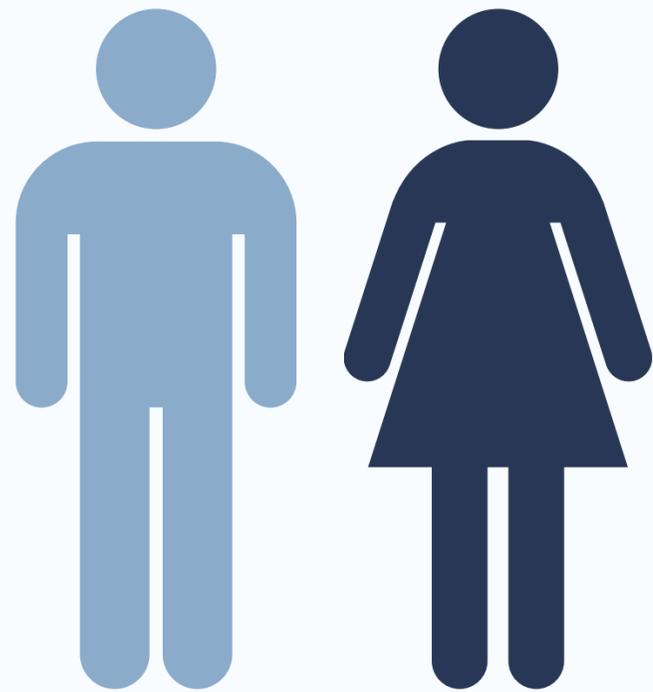
## REACH OUT WHEN YOU'RE READY!

Just click below to request a consult from my website, or email me directly at [lisa@shareyourstorypdx.com](mailto:lisa@shareyourstorypdx.com).

Request Consult

*Lisa Ratzlaff*





# References

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THE WESTMIRE HANDBOOK

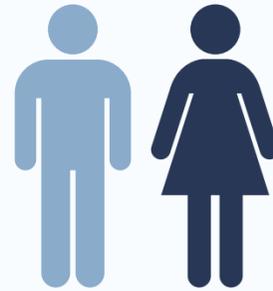
2nd Edition Volume 3

THE WESTMIRE WAY

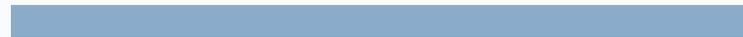
By Kevin Connely, 1983

UNDER THE WESTMIRE OAK TREE

Memoirs compiled by William Burch



**GET INSPIRED**



Education is not preparation for life;  
education is life itself.

- JOHN DEWEY

