

Phase 1

Creative Services Responsibilities: Timeline approx 45 minutes

- ✓ Teleconference with Client + Creative Services (CS)

Phase 2

Creative Services Responsibilities: Timeline 5 Days

- ✓ Copywriting Draft
 - Revisions: 24 hours unless extensive
 - Up to 3 rounds of revisions. *Additional rounds may incur additional cost.*
- ✓ Design Concepts of Site Theme: 2 unique concepts, Home + Interior Page
 - Revisions: 24 hours unless extensive
 - Up to 3 rounds of revisions. *Additional rounds may incur additional cost.*

Client Responsibilities before Phase 3 begins:

- ✓ Review Copy/Content with comments: Revisions + Final Approval
- ✓ Review & Choose Site Theme with comments: Revisions + Final Approval
- ✓ All Assets have been sent to Creative Services Team: Photos, Floor Plans, Info, etc.

Phase 3

Creative Services Responsibilities: Timeline 7-8 Days

- ✓ Interactive Programming
- ✓ Interactive Reviews for proofing functionality, design + content
- ✓ Interactive Link to Client
 - Revisions: 24 hours unless extensive
 - Up to 3 rounds of revisions. *Additional rounds may incur additional cost.*

Client Responsibilities before Phase 4 begins:

- ✓ Review Site with comments for revisions
- ✓ Approve Site to go live
- ✓ Hosting and domain registration information sent to Creative Services Team

Phase 4 - Site Goes Live!

- ✓ Launch occurs within 24 hours.

NOTE: We do not launch sites after Noon EST on Fridays.