

Phase 1

Creative Services Responsibilities: Timeline Week 1

- ✓ Teleconference with Client + Creative Services to discuss creative & content

Client Responsibilities before Phase 2 begins:

- ✓ Assets List Preparation by Client

Phase 2

Creative Services Responsibilities: Timeline 2 Weeks

- ✓ Design Concepts of Site Theme: Home + Interior + Product Page
- ✓ Copywriting of Content Pages
 - Design & Copywriting Revisions: 24 hours unless extensive
 - Up to 3 rounds of revisions. *Additional rounds may incur additional cost.*

Client Responsibilities before Phase 3 begins:

- ✓ Review Copywriting with comments: Revisions + Final Approval
- ✓ Review Design with comments: Revisions + Final Approval
- ✓ All Product Info + Assets have been sent to Creative Services Team: Descriptions, Photos, Info, etc.

Phase 3

Creative Services Responsibilities: Timeline 2 - 3 Weeks

- ✓ Interactive Programming
- ✓ Interactive Reviews for proofing functionality, design + content
- ✓ Interactive Link to Client
 - Revisions: 24 hours unless extensive
 - Up to 6 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!- 2 Days

- ✓ Browser Testing & Launch!
- ✓ Launch occurs within 24 hours.

NOTE: We do not launch sites on Fridays.