



Welcome to **THE LAUNCH SEQUENCE**

Congratulations on taking the first leap into your new website!

Launching a website can be a daunting task. Whether you are starting from scratch or overhauling an existing website, we want to do everything we can to make sure you succeed.

That's why we created *The Launch Sequence*, a comprehensive process designed to walk you through how your website is built and launched.



THE LAUNCH SEQUENCE

Prepare

STAGE 1



Sign Up

Once we determine which plan fits you best, you simply sign up and pay the first payment to get started.



Meet & Greet

We get to know you and your business through a simple online questionnaire and a 30-minute intake interview.

Design

STAGE 2

1
WEEK*



Logo Design (optional)

If you've chosen a new logo design, we'll create logo concepts using your preferences from the Flight Kit. Once your logo is finalized, we'll send you the digital files.

1
WEEK*



Site Mock-Up

Once we receive your images and written content from the Flight Kit, we will craft a custom designed preview of your homepage. The main purpose of this mock-up is to show the overall design, layout, and colors.

Build

STAGE 3

2
WEEKS*



Initial Build-out

Based on your feedback from the mock-up and the content you've already provided us, we'll build the first draft of your website on our development server and then email you a direct link to review the site.

UP TO
YOU



Content Audit & Revision

This is the most important stage in determining how quickly your website will be launched. Carve out some time to thoroughly review your site. Then, gather and send ALL of your remaining content along with a list of revisions.

2
WEEKS*



Final Build-out

Once all of your essential changes have been collected, we'll work to adjust and refine the site. Our goal is to get your site up and running as soon as possible. Keep in mind that **your website will grow and change** with your business and **we offer unlimited updates** once your site is live.

Launch

STAGE 4



Site Launch

Once you're happy with your website, we're ready to launch! We will migrate your website from our development server to its own live domain.



Maintenance & Security

After your website is live, we will provide ongoing support and offer unlimited updates as your business grows. Your site will also be added into our security watch-list, monitored for any potential threats, and backed-up regularly.

*ALL TIME FRAMES DEPEND ON COMPLEXITY OF FEATURES AND YOUR RESPONSIVENESS