



## BIG solutions for small businesses...

At SWD, our core competency is in custom development and e-commerce websites. Being a small design firm means we can provide you with the personal attention you deserve. We work very hard to provide you with not only a great looking website that will help grow your business but the important tools your business deserves to ensure that your visitors will have a great user experience and look forward to visiting again.

## Our Process

We follow a four phase process to ensure customer satisfaction and project efficiency: Our process begins with a discovery phase where we plan everything clearly, then a creative phase where the visual elements are brought to life, and finally a review and testing phase.

### Discovery Phase

The discovery phase begins with an initial meeting to discuss the project, determine your needs, set a budget and create a timeline for completion. If you are local to the Vancouver/Portland area we can meet with you to discuss how Stapleton Web Design can help bring your ideas for your current or new website to life. We also work with clients around the country and are happy to complete the initial discovery meeting via email.

Once we have good understanding of your project, SWD will complete a project proposal for your review. The proposal details the goals and requirements of the project, budget and timeline for completion. Along with the proposal is our contract in which both parties sign off on the project as detailed by the proposal.

When the contract is received, SWD will begin work on your project by providing a list of needed materials such as site content, ftp access to your current site or other login information. It is important to note that SWD will not upload your website until we reach the final review stage to ensure that whatever site you may currently have online is not disrupted.

We work on a partnership-based process with our clients, that means that you will be an active part of your sites progress. Unless otherwise requested we will be in contact with you during each phase of the project to ensure that our work fits your vision. Questions and comments are always welcome and encouraged throughout each phase. We want you to feel as though your site is an extension of your business. With your expertise about your company and our creative talents, together we can create a web presence that captures exactly who you are and what you do.

---

CUSTOM WEBSITE DESIGN \* MOBILIZATION \* ECOMMERCE \* MARKETING

(360) 852-5748 | [info@stapletonwebdesign.com](mailto:info@stapletonwebdesign.com)  
7717 NE 123<sup>rd</sup> Avenue, Vancouver, WA 98682 | [www.stapletonwebdesign.com](http://www.stapletonwebdesign.com)

## Creative Phase

The creative phase is where our team gets down to the business of layout, function and feel. We begin this process with a few sample sketchflows which provides a visual representation of the proposed layout for your site. The sketchflow is a fully functional interactive whiteboard available for you to review online. You can essentially “surf” your proposed website with the feature. This allows us to work collaboratively to determine the best placement of content, pages and tools within your website. Once a layout has been finalized, our designer begins the process of mocking up the look and feel of your site.

The design process begins largely in the discovery meeting where ideas begin to formulate. From this, our creative designer works with the client to determine color, imagery and tone that best suit your website needs. Generally, we will mock-up 2 to 3 designs and work one-on-one with you to finalize the look of your site. Like all of our phases, this is a collaborative effort between yourself and the designer. The end result is a beautiful design that fits your needs and catches your eye.

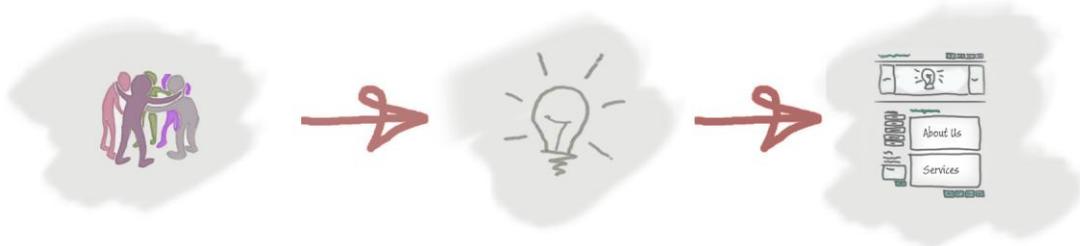
Content, which is the meat of any great website, is then compiled or created to be placed within the projected website. If you need help getting the right words onto the page, our writer can lend a hand to revise your current content or draft new material based on your needs.

If you're going mobile (and in an age of pocket devices we highly recommend it!) we will begin the design of a mobilized version of the finalized look. We design mobile sites to be reflective of your main website and optimized for use on multiple mobile devices such as smart phones and tablets.

## Technical Phase

The technical phase is where our highly trained developers undertake the nitty-gritty details of building your website. Whether working within a content management system (known as CMS – such as WordPress) or building from scratch, our developers code your website for streamlined usability and advanced functionality. With HTML, CSS, JavaScript, PHP, and databases tools at our disposal we can optimize your site with the latest and greatest features.

If you've gone mobile (did we mention that you should?) our developers will also code your site to the proper specifications for hand-held devices such as smart phones and tablets. During this development process our team works to ensure that your site functions as well on your Android or iPad as well as it does on your desktop.



---

CUSTOM WEBSITE DESIGN \* MOBILIZATION \* ECOMMERCE \* MARKETING

(360) 852-5748 | [info@stapletonwebdesign.com](mailto:info@stapletonwebdesign.com)  
7717 NE 123<sup>rd</sup> Avenue, Vancouver, WA 98682 | [www.stapletonwebdesign.com](http://www.stapletonwebdesign.com)

## Review Phase

Once your site has been beautifully designed and optimally developed we begin the review process. Your completed website will be uploaded to our test servers to give you the opportunity to “surf” your new or redesigned site. From here you will be able to click through all the pages of your site, play with interactive elements and review how the content looks on each page. During this last phase you will have the opportunity to make changes, add or remove features (in compliance with contract) and rework or reword content before the live launch. Once you have signed off on the complete project and the final payment has been received we will upload your new website to your server. It is important to note that you always retain the rights to any material you provide to SWD and full rights to your completed project once final payment and sign-off is received.

*\*SWD does reserve the right to use your project (in whole or in part) on our website, in our portfolio or other marketing/promotional materials.*

## On-Going Maintenance

Creating a great looking, fully-functional website is just the first step to enhancing your presence, business and services. SWD also specializes in helping clients keep their website current, active and evolving. Whether you need regular site updates or just to make a few big changes here and there, we can work with you every step of the way to ensure your website remains cutting-edge year after year.

## Marketing & Branding

SWD can help you take your brand beyond your home page with online and traditional marketing services tailored to fit your needs. From logo design to Search Engine Optimization to printed brochures, we can help you branch out beyond your website with creative marketing solutions.

## Ready to get started?

We would welcome the opportunity to work with your company and help you achieve success online. To get started, give us a call or send us a message and we'll get back to you right away with creative solutions.

## Contact us today at:

 360.852.5748

 [info@stapletonwebdesign.com](mailto:info@stapletonwebdesign.com)

---

CUSTOM WEBSITE DESIGN \* MOBILIZATION \* ECOMMERCE \* MARKETING

(360) 852-5748 | [info@stapletonwebdesign.com](mailto:info@stapletonwebdesign.com)  
7717 NE 123<sup>rd</sup> Avenue, Vancouver, WA 98682 | [www.stapletonwebdesign.com](http://www.stapletonwebdesign.com)