

WEB DESIGN & DEVELOPMENT SERVICES



Minimize Costs & Time:

Web Design Checklist

GOOD TO KNOW

Web Design Process

FAQs

Frequently Asked Questions

In today's world of business every brand should be capitalizing off the power and reach of the web. A website is literally a digital business card and/or purchasing platform (shop) that's accessible 24hrs a day, 7 days a week. Your website is much more than just an internet presence; it's one of your most powerful marketing & advertising tools.

From strategy to design and development to launch, I handle everything so you can focus on running your business. Whether you need a simple informational website or a full-scale ecommerce website, I can design and develop a website that delivers eye-pleasing aesthetics, practical functionality and enticing calls to action.

Even if you already have a website and are tired of things like slow load times, an outdated design, and maybe poor user experience which can all end up driving potential clients/customers away. I design and develop websites that are fast, mobile-friendly (responsive), and designed to grab attention so you don't end up losing business before it even starts.

My design and development approach combines strategic thinking, cutting-edge design, and thorough development to deliver websites that stand out in competitive markets. Every detail is crafted with purpose, ensuring your online presence reflects the caliber and uniqueness of your business.

So, if you're ready to level up your business with an aesthetically pleasing and fully functional website or upgrade your existing web presence with modern design, thorough functionality, versatile responsiveness and clean SEO from as little as \$249, let's talk...

ADVERTISEMENT

The advertisement for SiteGround features a dark green background. At the top left is the SiteGround logo. The top navigation bar includes links for Web Hosting, WordPress, Website Builder, Coderick AI, and Email Marketing. On the right, there are links for Help and Login. The main headline reads "Web hosting built for your success". Below this, three bullet points highlight: "Ultrafast and reliable website performance", "Bullet-proof security for your peace of mind", and "24/7 expert human support". The pricing is listed as "From \$2.99/mo" with a "GET STARTED NOW" button. A "30-days money-back guarantee" is also mentioned. On the right side, there is a screenshot of a laptop displaying a website for "URBAN TABLE" with a "Page views +43%" notification. At the bottom, it shows a Trustpilot rating of "Excellent" (5 stars) and states "Top industry rating - 4.9 out of 5 stars. Trusted by the owners of 3 Million domains."

(Fast, secure and feature rich web hosting services from as little as \$2.99/month)

FAQs

What do you charge for web design and development services?

Most of my web design and development services start from as little as \$249 for flat fee quotes. Although I do have hourly rates, depending on the complexity of your project, I can usually quote you a flat fee. Otherwise, my web design and development hourly rates are \$65/hr.

Many design firms/freelancers require a contract before committing to work or rendering services. Do you require any sort of contract?

Absolutely. However, to streamline my design & development processes, I have generalized all my contracts. What this means is that, by placing your order with me here online, you agree to the terms of these contracts. For your complete convenience I've made all contracts available for viewing and/or downloading on the contracts page.

If you quote me a certain price before I commit, will that price change during the design & development process?

As long as your needs don't change from the initial needs you stated at the time of the quote, no, the price will remain as quoted. If, however, your needs increase after the initial quote then the price may differ from the price quoted. In those instances, I will make you aware of the rate increase/decrease before starting any work.

Although you offer pre-priced or bundled website buys, can I buy a website without the extras?

Absolutely. If you're interested in a website without extras and you know exactly what you want just contact me for a free no obligation quote. Note: standalone designs may be billed at an hourly rate.

What's the typical turnaround time for web design and development services?

Turnaround times are typically 7 to 14 business days for standard non-ecommerce websites and 7 to 21+ business days for ecommerce websites (as well as websites requiring other capabilities and/or complex functionalities). However, actual times may vary according to each client's particular situation, needs and whether or not you have your own content (i.e. images, verbiage, etc.).

What do you need from me to get started?

- **Your vision** (*any information, idea, concept, vision you have about your project*)
- **Information about your business** (*contact information, hours of operation, product/services pricing/rates, etc.*)
- **Services and/or products** (*descriptions, prices, quantities, etc.*)
- **Your website objectives** (*i.e. provide and/or gather information, sell services and/or products online, etc.*)
- **Content** (*images, videos, verbiage, etc. – do you have your own or will I have to curate content*)
- **Links or references** to designs, websites, pages, apps, etc. you like.
- **Color scheme preferences** (*if any*).

Can you redesign my existing website?

Yes, I do offer website redesign services. However, because this involves redoing someone else's work my hourly rate will be charged on most website redesign projects. Please see [my rates page] for more details. In cases where the redesign is minimal, I may be able to quote you flat rate fee for the project.

Will I be able to update the website myself?

In most cases, yes, you will be able to update the website yourself. This is particularly true for websites that will be using a CMS (content management system) like WordPress, Shopify, Magento, etc. I also provide you with instructions on making changes and updates to your website.

Do you provide SEO services?

I implement SEO best practices when designing and developing the website. Additional SEO services include providing your website with an SEO assessment, improving existing page descriptions, keywords, meta data/tags, search engine submissions, and more.

[Continued on next page](#)

FAQs - continued

Do you offer website maintenance?

Yes, I do offer monthly website maintenance that can include SEO management, updates, security checks, website backups, content curation, content updates and more, starting from just \$249/month.

Do you build ecommerce websites?

Yes, I design and develop ecommerce websites, utilizing payment gateways like Authorize.net, Stripe, WooCommerce, Square, PayPal, Shopify, as well as custom solutions depending on your payment processing needs.

Do you charge an hourly fee or a flat fee for your design & development services?

I offer many service buys that are pre-priced, if you will, which saves you money in the long run. However, for custom projects or projects that exceed beyond the package price I do charge an hourly rate. Please see my [pricing rates page] for complete details.

Do you offer domain name registration or hosting services?

At this time, I do not offer domain name registration or hosting services. I am, however, looking to add domain name registration and hosting services to my service offerings in the near future, so stay tuned and check back often.

What exactly are Revision Credits?

Revision credits are the number of times you can have your design re-worked without charge after the first initial mockup/design is submitted to you for approval.

Once you exceed the credits given to you with your purchase or quote, you will be charged/billed at an hourly rate (please see [pricing rates page] for rates specific to each service offering) for each additional revision over. Each credit is worth or equal to one revision.

Still have questions?

Contact me at contact@corkthedesigner.com

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Schedule and have content published to all social media profiles with convenient automation, saving you much deserved time to do all the other aspects of running your business.



(Put your all social media profiles' scheduling, planning, and publishing on autopilot)

Web Design & Development Checklist

To streamline and make the website design & development process frustration free and smooth as possible there are a few things you should know and hopefully have done before starting the web design & development process. These things are as follows:

What's in a name?

Your first order of business would be to choose a domain name (i.e. www.YourNameHere.com). Not a complicated process. However, there are some things to consider when choosing a name.

Keep It Simple!

Choose a name that reflects your business' current name, service, product, logo, catch phrase, etc.

Keep it short

Choose a name that's short. The shorter it is, the easier it is for potential customers to remember and the less likely they are to misspell it when trying to pull it up on the net. Shorter names also make for easier offline print advertising campaigns.

Dot Com . . . literally!

when choosing a name, try and stick with the .com extension, unless you're a freelancer, educational, governmental, non-profit entity (i.e. .me, .edu, .gov, .org, etc.). The .com is usually the first one that comes to mind for most people.

Have patience . . . you'll need it!

Be patient, choosing a domain name can sometimes be frustrating. Many of the names you choose initially may be taken. However, be persistent, creative and keep searching until you find a name that reflects your company's slogan, catch phrase, name, etc.

Registering The Domain Name

Once you've chosen a name, you'll need to register it. There's plenty of registrars available out there, so finding one won't be a problem. Currently domain names cost around \$15 per year (and some web hosts even offer free domain names with the purchase of a hosting package).

Choosing a web host

Although domain name registration and hosting services usually go hand in hand, there are many companies out there who offer one without the other. So below I've provided a few things to consider when choosing where to park your domain name and choosing a good web hosting package/provider.

Costs

First, you should consider what you're willing to pay. On average you can get a decent hosting package for around \$10 to \$20 or so a month. Secondly, shop around & compare prices, features and customer service from different companies before making a purchase decision.

Disk Space

This refers to just how much content or how many files, pages, images, etc. your account will allow you to store on your hosting provider's server. You should always opt for more rather than less. This way, as your company grows your website can scale up and accommodate that growth.

Web Design & Development Checklist - continued**Bandwidth**

This refers to just how much monthly viewer/visitor traffic your website can handle. Again, too much is a lot safer than too little. If your bandwidth usage goes over what was allocated to you in your hosting plan, visitors may not be able to view your site, not to mention some hosting companies will charge you for those overages.

Customer Support

You definitely want to be able to contact someone in the event your site is down, or something else goes wrong with your hosting. So, when choosing a hosting company be sure they have some sort of customer support system that won't leave you stranded when and if problems arise.

Features

This too, is an area where more is better. Things like being able to edit server settings, install scripts and applications and more may be required for your website or business needs. So, you may not use all of your account's features initially, but you'd rather have them on standby than to need them & not have them.

Content . . . Yours or Mine's?

By content I mean images, text, videos, audio, etc. so having this together and organized will minimize the time needed to design and develop your website. In addition, if I have to create/provide that content, additional charges may be required.

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Start your side hustle today

Design and sell custom products online

[Get started >](#)

(If you've ever wanted to start your own apparel and/or accessories brand, now you can with \$0 inventory costs)

Web Design & Development Process

I try and take the complexity, frustration and high costs often associated with website design and development out of the equation with my services. So to that end, I try and make the design & development process as smooth and simple as possible. However, before we begin the design & development process I ask that you, if possible, complete the website design & development checklist (see previous and adjacent tab). By ensuring this checklist is completed, you will minimize the time needed to complete your project.

Once you have successfully completed the items in the website design & development checklist, the design process will involve a multi step process, which has been outlined below:

Purchase your package

The first order of business involves purchasing the logo design package that best fits your situation as well as your budget (or paying the invoice I submitted to you if this is a quoted custom buy).

Gather and Organize Content

Soon after your purchase (usually within 24 to 72hrs), I will be contacting you and establishing best contact times for you, as well as gathering or requesting information about your vision (i.e. color preferences, imagery, slogan/catchphrase, etc.) for your project.

Create a mockup

When all information and content is gathered, a mockup will be created based on all the information and/or content you provided to me during our initial meeting or correspondence. Once you approve or exercise revision credits the actual design will be created based on the approved and/or updated mockup.

Submit revised or final design for your approval

Once this revised or final design is completed it will be submitted to you for your approval. If you decide to have your design re-worked, I will re-work your design to your new or added suggestions and feedback. Once done I will re-submit the design for another preliminary or final approval.

Submission of your files

After your expressed approval, I will create the final design and then I will either provide a link to download the necessary file, deliver the files in-person or ship any and all products and/or files associated with your project to you.

FREE UP SOME TIME!

Monthly Website Maintenance starting at just

\$249/month



Non-Ecommerce Website Packages

Popular	Economy	Essential	Premium	Ultimate
	\$249 Web Design	\$499 Web Design	\$699 Web Design	\$899 Web Design
	Up to 5 Pages	Custom Logo	Custom Logo	Custom Logo
	SEO Optimized	Up to 15 Pages	Up to 20 Pages	Up to 25 Pages
	No Hourly Fee*	SEO Optimized	SEO Optimized	SEO Optimized
	Custom Favicon	No Hourly Fee*	No Hourly Fee*	No Hourly Fee*
	1 Contact Form	Custom Favicon	Custom Favicon	Custom Favicon
	Mobile Friendly	1 Contact Form	2 Contact Forms	3 Contact Forms
	2 Revision Credits	Mobile Friendly	Mobile Friendly	Mobile Friendly
	×	3 Revision Credits	4 Revision Credits	5 Revision Credits
	×	100 Business Cards	250 Business Cards	500 Business Cards
	×	Business Card Design	Business Card Design	Business Card Design
	×	1 Social Profile Design	2 Social Profile Designs	3 Social Profile Designs
	×	×	×	×
	×	×	×	×
	×	×	×	×
	×	×	×	×
	BUY NOW	BUY NOW	BUY NOW	BUY NOW

*Hourly fee is waived as long as your revision credits are not exceeded. If revision credits are exceeded a \$65 hourly fee will be applied from that point until completion.

^^ECommerce capabilities are included with these buys and allow you to have up to 25 products. If you don't have product imagery and descriptions, then turnaround times will be longer and may incur additional charges if I have to acquire product imagery and create product descriptions.

Turnaround times for these buys are typically 7 to 14 business days for standard non-ecommerce websites and 7 to 21+ business days for ecommerce websites (as well as websites requiring other capabilities and/or complex functionalities). However, actual times may vary according to each client's particular situation, needs and whether or not you have your own content (i.e. images, verbiage, etc.).

Ecommerce Website Packages

Popular	Economy	Essential	Premium	Ultimate
	\$349 Ecommerce Web Design	\$699 Ecommerce Web Design	\$899 Ecommerce Web Design	\$1,099 Ecommerce Web Design
	Up to 10 Pages	Custom Logo	Custom Logo	Custom Logo
	SEO Optimized	Up to 15 Pages	Up to 20 Pages	Up to 25 Pages
	No Hourly Fee*	SEO Optimized	SEO Optimized	SEO Optimized
	Custom Favicon	No Hourly Fee*	No Hourly Fee*	No Hourly Fee*
	1 Contact Form	Custom Favicon	Custom Favicon	Custom Favicon
	Mobile Friendly	1 Contact Form	2 Contact Forms	3 Contact Forms
	Up to 10 Products^^	Mobile Friendly	Mobile Friendly	Mobile Friendly
	2 Revision Credits	Up to 15 Products^^	Up to 20 Products^^	Up to 25 Products^^
	×	3 Revision Credits	4 Revision Credits	5 Revision Credits
	×	100 Business Cards	250 Business Cards	500 Business Cards
	×	Business Card Design	Business Card Design	Business Card Design
	×	1 Social Profile Design	2 Social Profile Designs	3 Social Profile Designs
	×	×	×	×
	×	×	×	×
	×	×	×	×
	×	×	×	×
	BUY NOW	BUY NOW	BUY NOW	BUY NOW

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Interested in additional Services?

If you're interested in any additional services and would like to learn more about any of them before committing to anything, you can do so by downloading any of the adjacent digital brochures.

Thank you in advance,
Corwin "Cork" Smith

