WIREDIMPACT

WEB DESIGN PROCESS

When you officially sign up as a client, here's what you can expect from each phase of Wired Impact's web design process.

1. KICKOFF THE RELATIONSHIP

- [ ] **Meet Your Newest Supporter**
  Confirm your design, features and technical details with a dedicated Project Manager.
- [ ] **Send Account Information**
  Set up and share access to services that you'd like to integrate, like a payment processor or email marketing service.
- [ ] **Select a Structure**
  Choose a website structure from our examples that best fits your nonprofit. We'll work with you to customize it to be unique to your mission!

2. GET TO KNOW YOUR NEW WEBSITE

- [ ] **Strategy Session**
  Jump on the phone for a consultation on your site structure, including page names and navigation.
- [ ] **Website Creation**
  Our team will build and customize your new website with your chosen integrations and page structure.
- [ ] **Boost Your Skills**
  Explore your new site and schedule a Q&A session with your Project Manager.

3. USE CONTENT TO MAKE YOUR MISSION SHINE

- [ ] **Write Text**
  You'll create the text for each page using our website content guides as needed.
- [ ] **Select Images**
  Choose visuals from your own sources or by accessing our stock photo library (most of them aren't cheesy, and all of them are free to all clients).
- [ ] **Load & Format**
  Add all of the content to your website, reaching out to us for support whenever you need it.

4. SHARE YOUR SITE WITH THE WORLD

- [ ] **Review Feedback**
  Get a content and design review from our team with recommendations to enhance your website and drive your visitors to take meaningful action to support your cause.
- [ ] **Finalize**
  Make any final changes you'd like to have in place for launch.
- [ ] **Prepare**
  We'll take care of redirects, set up Google Analytics and do a final check of your features and settings.
- [ ] **LAUNCH!**
  Schedule your desired launch date and go live for the world to see!

5. REST EASY WITH SUPPORT AND MAINTENANCE

- [ ] **Proactive Monitoring**
  We manage hosting and security so that you don't have to. And if anything ever goes awry, you know who to call.
- [ ] **Regular Security and Performance Updates**
  We'll take care of updating your site's underlying technology so you have current software that's quick and secure.
- [ ] **First Access to New Features**
  You'll automatically have access to new features and upgrades as they're released.
- [ ] **Ongoing Tech Support**
  Get as much tech support as you need to make sure you know how to effectively manage your site.
- [ ] **Your Nonprofit's Marketing Partner**
  At no additional charge, get advice from our team on how to get more from your website and online marketing through our Marketing Ally Program.