

## TRAJECTORY WEBSITES

This document is a draft and the content will gradually be added to my website. Both on the web design page and on the smallprint page as appropriate.

---

Agenda for first meeting:

Before the meeting please look at the **websites of your competition** and at **sites you like**. Share the links with me. They will make a good basis for discussion on all the subjects below.

These agenda items are based on [these flip boxes](#).

### 1. Function

What type of site is it - what will it do?

- 1.1. How will people find the site?
- 1.2. What do they do while they are there?
- 1.3. Then where do you want them to go?

### 2. Emotions

This is about the difference between Apple and Microsoft - both can be successful.

- 2.1. How do you feel about the sample sites you have chosen? What would your clients feel about them?
- 2.2. What do you want your visitors to feel about working with you?
- 2.3. How does this relate to how you feel about what you are doing for them?

### 3. Messaging

What do you do and can your visitors trust you to do it for them?

- 3.1. Would you actually buy from the sample sites you have chosen?
- 3.2. Descriptions of Features and Benefits



## TRAJECTORY WEBSITES

3.3. Branding and alignment with the emotional message.

3.4. Logos, fonts, colours.

### 4. Structure

The client journey

4.1. Is your site a funnel or a gallery?

4.2. How many fixed content pages? why?

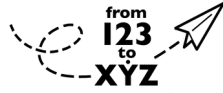
4.3. Is there any client editable content required on fixed pages?

4.4. Blogs, Offers, Payment Portals?

### 5. Contributions

What do you do? What do I do? Here is the standard:

	Nick (included in fee)	Client
Role	Professional Advice and Delivery	Vision and Direction
Brief	A conversation from which emerges a brief	
Administration	Offer with transparent work stages, time and deliverables.	Responses, comments, approvals and payment.
Setup	Install and setup with basic plugins	Hosting, domain registration and SSL
Subscriptions	I integrate them into the site.	Mailing, spam filters, seller profile on Stripe or Paypal, Woocommerce, Social media
Design Software	I use Wordpress which is free and pagebuilder plugins that I pay for as my overhead.	If and when we handover the completed work, you may need to take over subscriptions in order to edit features in the future.



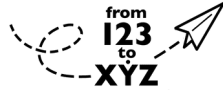
## TRAJECTORY WEBSITES

Content	I will crop and compress your images for static pages.	All content: copy, photography, special animations, graphics, SVGs videos and audio.
Premium Plugins	What you need will emerge from our discussions, Generally expenses will be covered by the subscriptions you have above, many of which are free below certain volumes.	
Special Code	Probably not needed. I may absorb as my overhead or pass on the cost.	If you ask for special effects and they need special scripts, I will explain the options and you will be able to choose before commitment
Content Management Systems	I will train you on content management and provide a custom CMS page which allows you to manage categories and content on bog and offer pages.	You will upload all your own text, images and special fields for blog and offer pages.
Terms and Conditions	I aim to be transparent and clear on what I offer and how long it takes. I ask for stage payments in advance with money back delivery guarantees.	The overall time the project takes will depend on how many time we to and fro during approval stages and how long your responses take (my times are stated below)

### 6. Terms

What are we doing here?

- 6.1. I offer to deliver a responsive website in line with the brief which we agree at the outset.
- 6.2. You pay me.



## TRAJECTORY WEBSITES

- 6.3. I believe I am clear and easy to work with, but in case it doesn't work, the stage structure I have proposed allows us to exit at any stage, on good terms with clarity for you on how to move forward either on your own or with another consultant.
- 6.4. In case we terminate before the delivery of something you have paid for in advance, I will refund the proportion of the advance payment that I haven't delivered on.
- 6.5. In case the website fails or is damaged for reasons beyond my control after handover, let me know and I will investigate.
- 6.6. My total liability on this project is limited to the fees paid to me. I am not offering myself as an expert in anything other than the graphic and electronic design and construction of websites that can be interpreted by standard web browsers. I am not liable for any business losses you may make through the website's existence or failure.

---

See below for typical priced work stages

this edition - 6 March 2024



## TRAJECTORY WEBSITES

colour code action  
nick  
client  
both

time to	stage	fee	deliverables
	0 - briefing		issue agenda 2 days prior to meeting <ul style="list-style-type: none"><li>● function</li><li>● emotions</li><li>● messaging</li><li>● structure</li><li>● contributions</li><li>● terms</li></ul> Ask prospective client to mention a couple of sites they like and be prepared to discuss why.
	free meeting		detail discussion based on flip boxes also ask them why they like those sites they like



## TRAJECTORY WEBSITES

time to	stage	fee	deliverables
4 days			Minutes of meeting make sure to include: <ul style="list-style-type: none"> <li>● Samples or reference sites with commentary</li> <li>● Analysis of what brand and message the site will project</li> <li>● Describe site structure</li> <li>● Specify contributions list</li> <li>● Overall budget and fee stage breakdown</li> </ul> Invoice for \$500 Or \$1,000 incl logo and branding <u>with delivery guarantee</u>
		\$500 or \$1,000	
2 weeks	1 - Concept		Two or three sample sites  Three logos and sample colour swatch if that is included.  Invoice for \$1,500 for stage 2 <u>with delivery guarantee</u>
		\$1,500	
1 week	2A - Homepage		Deliver a homepage with a mockup of what a responsive site will



## TRAJECTORY WEBSITES

time to	stage	fee	deliverables
			look like and ask for approval. Expect to go around in circles a few times
to and fro : each delivery by me will be within 4 days of receipt of client requirement, or (in case of special script requirements 1 week to receive quotes and then dependent on delivery by subconsultant)			
	client signoff		
1 week	2B - Responsive Homepage		deliver mobile and tablet homepage. Invoice for \$1,500 for stage 3 <u>with delivery guarantee</u>
		\$1,500	
2 weeks	3A - Other Fixed Elements		Up to 4 extra pages desktop format including popups/forms and including some dynamic content. Ask for approval. Expect to go around in circles a few times
to and fro : each delivery by me will be within 4 days of receipt of client requirement, or (in case of special script requirements 1 week to receive quotes and then dependent on delivery by subconsultant)			
	client signoff		
1 week	3B - Make Responsive		deliver mobile and tablet pages and draft CMS.



## TRAJECTORY WEBSITES

time to	stage	fee	deliverables
			Invoice for \$1,500 for stage 4 with delivery guarantee deliver training on use af CMS
		\$1,500	
2 weeks	4A - Client Editable Posts, including offers and blogs		Up to 3 types of post in desktop format with either index pages or functioning carousels on other pages, including custom fields allowing links, payments, (stripe and/or paypal) including popups/forms and integration with payment and mail systems. Ask for approval. Expect to go around in circles a few times
to and fro : each delivery by me will be within 4 days of receipt of client requirement, or (in case of special script requirements 1 week to receive quotes and then dependent on delivery by subconsultant)			
	client signoff		
1 week	4B - Make Responsive		deliver mobile and tablet pages and finalised CMS deliver training on use af CMS
<b>extras may be included in stages above</b>			





## TRAJECTORY WEBSITES

time to	stage	fee	deliverables
	Logo and Branding \$500 for 3 concepts and one completed	\$500	optional extra to stage 1
	Assistance with Ts and Cs	n/a	I am not a legal expert and do not take responsibility for this. I can give general pointers and recommend plugins for compliance and other consultants.
	Special code absorbed up to first \$100 per project thereafter at cost	at cost less project total \$100	based on estimate and update reports. There will always be cost/options which I will report on prior to client commitment.