SEARCHACTIONS

Website Build Timeline & Expectations

Phase	Agency Tasks	Deliverables	Client Input	Expected Timing
Discovery	Compile initial insights, asset and information collection	Competitive landscape assessment	Company background, project timing, social media accounts, DNS and hosting logins	5 days
Onboarding	Collect information about client goals, aesthetic preferences, brand guidelines, desired user experience, integrations, and functionality	Guidance on best practices and industry trends	The presence of all decision-makers for this project, goals and expectations, examples of well-liked websites from competitors or other industries	1 hour
Project Set Up	Sitemap creation, assign tasks and set deadlines	Project Agreement	Confirmed Project Agreement	2 hours
Content & SEO	Content outline, keyword research for main pages, copywriting and content optimization	Any content development and/or editing, basic SEO	Access to current/old website, current marketing material, text, documents and key information for new content creation	2 days
Design	Plan layout and wireframe, asset management, develop concept, revise and apply to all pages	Mockup of homepage design	Images, videos, logos, design files, certifications, awards, partner logos and other material	2 days
Development	Build out of each page, added functionalities, and applied design	Link to a functioning staging site	Share feedback and revision within the timeframe requested	2 - 3 weeks
Test & Launch	Full website review, responsive layout testing, site speed optimization, basic SEO	Completed site with custom design and content	N/A	2 days
Post-Launch Revisions	Page redirections, web traffic analytics setup, performance settings, and security measures		Possible Cloudflare CDN subscription or special plug-in fees	1 day
Training	WordPress training, including logging in, adding users, and creating pages	Hands-on training for basic website operations	Feedback on training, areas of interest for future self-management	1 hour
Customer Support	Respond to issues, requests, edits and updates sent to support@searchactions.com	24/7 in-house technical support	Send us your issues, requests, edits and updates	∞
Consulting Call	Review the speed, performance of the website, and user experience	Ways to improve and support business goals	Prepare questions about marketing strategy, reaching new business goals, or pain points to address	1 hour, quarterly