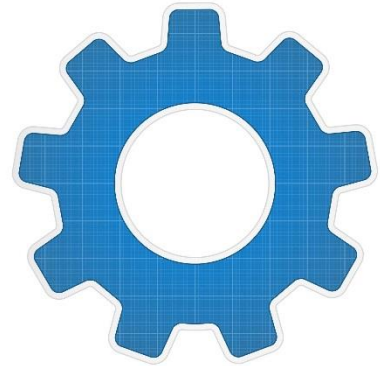


## 3 Phases for Creating a New Website



### I. Discovery

1. Goal(s) for your website
2. Special features or functions required?
3. URL and domain registration
4. Timeframe to get started

### II. Initial Set Up

1. Install WordPress & theme
2. Set up email (if needed)
3. Add logo and contact info
4. Set up homepage & layout
5. Create pages & write copy
6. Set up tools & web form(s)



### III. Optimization

1. Set up Google analytics, maps and tools
2. Integrate site w/ your Facebook page
3. Keyword research and selection (optional)
4. Set up 75+ local directory listings (optional)
5. Integrate credit card payments (if needed)
6. Complete theme modifications
7. Set up your admin access
8. Tutorial for how to use your site
9. Add social media sharing options
10. Ongoing support (as needed)