



### 1. Discovery

As we get to know you, we learn what unique capabilities your site and your content need - even before we start working together.



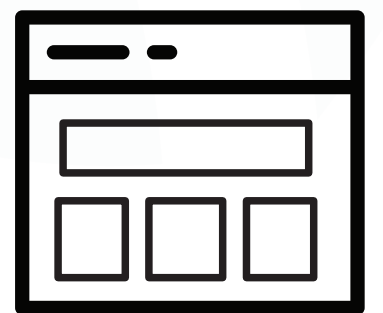
### 2. Proposal

We tailor your proposal to your website, content and budget needs.



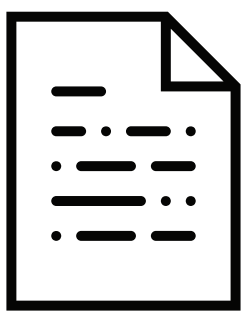
### 3. Kick off

In addition to introducing the team, we discuss timeline, milestones, expectations, style guide and content revision specifics.



### 4. Mock-ups

We deliver webpage mock-ups and a styleguide that includes color palettes, fonts, foundational images and more.



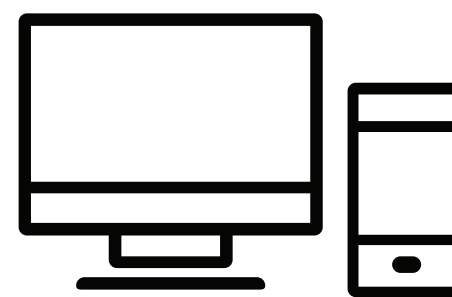
### 5. Content creation

Once the mock-ups are approved, our editorial team tailors content to your new site.



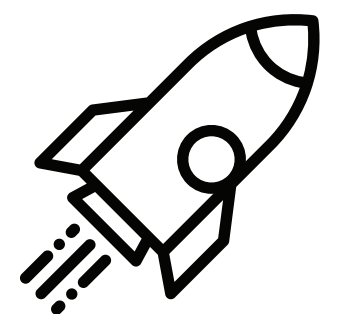
### 6. Website build

Our web development team builds a custom WordPress site.



### 7. Quality control

We comb through functionality on several browsers and mobile devices.



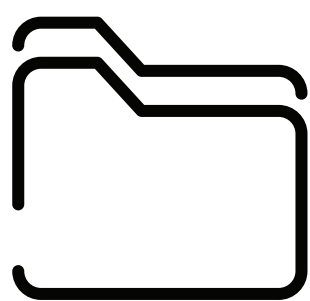
### 8. Website launch

Congratulations! You have a new site to show off. Toasts all around.



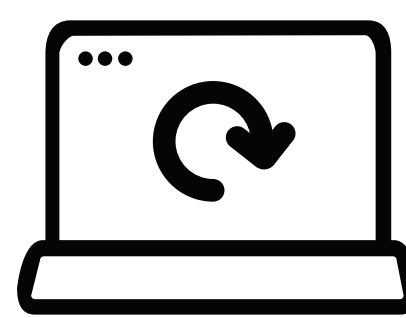
### 9. Organic SEO

For a month after launch, we closely monitor webmaster tools to ensure optimal performance.



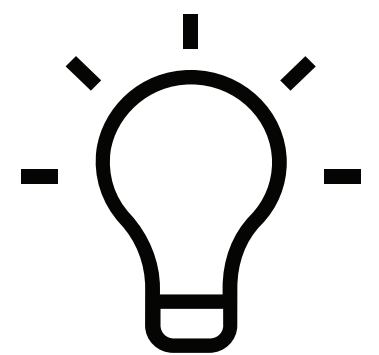
### 10. Content services

To maintain your site's SEO ranking and your brand's thought leadership status we provide content services on an ongoing basis.



### 11. Website refresh

Once a year, we can update, freshen up and revisit SEO on your site.



### 12. Website redesign

Websites should be overhauled every three to five years. We know you, so we can do it best.