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#### **What input do I have in the design process?**

After we discuss the layout, initial look and colors, you will have 3 additional opportunities to change the design before the last review and final sign off. This means you will have a total of 4 occasions before your site goes live to express your likes and dislikes.

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#### **How many changes can I make to my site once it's online?**

This depends on the package you choose. Editing the text and/or images on your website constitutes a change. Adding a page, completely revising a page's contents or the style of a page or pages would be considered a rebuild and would be priced per request. Economy Sites are allowed up to 3 changes per year, Deluxe Sites are allowed up to 6 changes per year and E-Commerce Sites are allowed up to 12 changes per year unless additional changes are requested at the time of estimate. Should you need additional changes, it's no problem at all. Depending on what you want to change, you can pay in an a la carte manner. If the changes you need to make are minor, you may want to consider adding CMS (Content Management System) functionality to your site. CMS is described below.

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#### **Can I change, edit or add content to my site once it is built?**

The answer depends on whether this functionality has been built into your site during the design stage. The ability to edit the content on your website after it has been published is known as CMS or Content Management Systems. Your site must contain a special type of page(s) that provide this functionality. While not every webpage comes with this feature inherently, it is easily added at the time of initial design and can be added at any time later should you decide you need it. The way you edit the content can be achieved in several different ways but they are very user friendly and require no knowledge of web design, coding or special software. All changes are made via your web browser. Typically you can add, edit, or remove photos, text, and graphics. You cannot edit your **entire** site's design, layout or color scheme in this manner.

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#### **What are analytics?**

On-site web analytics measure a visitor's journey once on your website. This includes its drivers and conversions; for example, which landing pages encourage people to make a purchase. On-site web analytics measures the performance of your website in a commercial context. This data is typically compared against key performance indicators for performance, and used to improve a web site or marketing campaign's audience response.

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#### **How soon will my site be online?**

Although this depends partly on you, we will typically have your site online and running in 1 to 2 weeks. We can go live in as little as 24 hours if the information we need such as language and photos is readily available.

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