

The PainFree Web Process

Step 1: Content

They say "content is king." The first and most important step is determining the content. If starting from scratch, you provide what we need in a simple **outline** of what you wish to communicate. If you have a Website, the existing content serves as a base. From there we'll work together to form the statement of the "**single most important concept**" that you want your visitors to remember. At this stage we'll discuss **budget** constraints so the next step can be realistic. We'll also discuss graphic style.

Client answers simple questions regarding content, audience and proposed use, client also provides stylistic guidelines

Step 2: Treatment & Budget

From your outline, Single Most Important Concept, budget guidelines, and other materials you may provide, we will generate a "**Treatment**." This is a short synopsis of how the content is going to be "treated." For a Web page this will include a rough sketch of navigation, an expanded outline of what content goes where, and an idea or two of suggested graphic treatments.

Client reviews Treatment, provides suggestions, and approves "blueprint" of the project.

Coupled with the treatment will be a **Budget**. Both treatment and budget can be refined based on your further input to achieve a proposed project that will meet your needs within your budget. Phased development or monthly billing can be employed to manage cash flow. At the end of this process, payment terms are negotiated, a **contract** is signed and initial payment is received.

Client reviews Budget, signs contract to begin project. Initial payment is made.

Step 3: Design

After reviewing styles you show us as your favorites, we start designing what the user interface will look like. Commensurate with copy writing, the design process optimizes the framework's function to produce an easy-to-use and attractive entrance to your content.

Client reviews design, makes suggestions

Step 4: Keywords and Writing

From the Treatment, the final text of the **content** is written. A primary concern here is keywords for Search Engine Optimization (SEO). We will need to work together to define the words you think most clients are using to search for what you offer, as these words need to be intertwined within the page copy in various ways. We will take your keyword list and merge it with other copy or outline content you provide to arrive at searchable text. The copy also determines the supporting images that will need to be acquired.

Client reviews copy at several stages, provides approval, and coordinates plans for necessary image acquisition

Step 5: The DotNetNuke Framework

Your site is actually created on the **Web server** itself. At this point we install the site's DotNetNuke® Framework on our dedicated server and establish a temporary URL so that we can work on it, and a username/password so that you can observe the progress.

Client now has password-controlled access to the site under construction so reviews can be conducted seamlessly

Step 6: Visual Assets

This step involves **acquiring** all the visual assets we need for the site. This may involve **location, studio or product photography, graphic production, acquiring stock photos, or video production** (for YouTube streaming). You may be involved in setting up sites or people to be photographed, finding historical images or coordinating participants for testimonial videos. Because we are also a full-service video production house, graphic and video integration is seamless.

Client provides access to necessary sites and people for image acquisition; supplies other material needed; approves assets created.

Step 7: Approval

The entire development process is available for viewing, hidden behind the special approval login. You will need to approve at several stages to confirm we're all on track. You may also release the site to a limited set of users to perform a beta test. Adjustments can be made based on the feedback you receive. If you already own the domain name to be used, at this time we will need access to the domain registrar's control panel to confirm that we can transfer the domain to our server when time comes to go live.

Client reviews several drafts of the edited product, making suggestions and giving approvals. Final payment for development is made. If Client owns a domain to be transferred to the new site, username and password is shared.

Step 8: Go Live

When the time comes that the site is approved, one simple change is all it takes to make the site "live." After its online we provide several other items to finalize development:

- **Manual** – You'll get a customized manual on how to make changes to your site
- **Training** – We'll acquaint you with your new site's features and how to use them
- **Help** – Free technical support is offered for the first 3 months following delivery.
- **Updates** – With the DotNetNuke framework, minor changes are easier to make than sending us an email. But depending on your hosting/maintenance agreement level, we will make any substantial change to your site as part of your hosting/maintenance fee.

Public can now view the site. Client learns how to edit and manage it. Managed hosting billing begins.

Time Frame & Budget

Delivery depends upon the complexity of the Treatment and the budget. A project can come together in a **matter of days, weeks or months**. The biggest variable in Website development is the amount of copy in the site. Complexity of design and advanced programming features will also require more time to deliver. Obviously, projects with tighter time frames will take precedence. Or as they say, the impossible just costs a little more.

Speaking of budget, **we're committed to work within any reasonable budget**. We will work with you to develop a treatment that will meet your communication needs within your budget. Modest projects or blockbusters, you can be assured of the same excellent results. What's a reasonable budget? [Click here for more on that.](#)

What makes the process PainFree?

It's really quite simple. We take the creative reins and do all the hard parts: designing, writing, programming, hosting and ...well... everything. You simply provide content where needed and approvals as we go along. It's an "open book" process as you'll be able to see and approve things every step of the way so there are "no surprises, no excuses."

We welcome you to the PainFree Web Services experience. Thanks for your confidence.

