PIXILLUSIONS

Web Design & Digital Marketing

WEBSITE PROCESS & DEVELOPMENT

Elevating Your Company Online Presence

WIX
PARTNER

ICON

GRAPHIC DESIGN

SOCIAL MEDIA

WEB DESIGN

BUILDING BRAND AWARENESS FOR BUSINESS

WEBSITE PROCESS

- Initial Discovery Call / Free Consultation
- Create Contract & Invoice
- Client Pays
- Reg. or Transfer Domain
- Set up a coming soon page with a CTA
- Design Client Checklist Example
- Setup Client Payments for future Wix Packages
- Make Google Dive Folder
- Send Welcome package & Questionnaires
- 1st On Board Call
- Project Starts
- Follow up 1 week - Questionnaire due
- Follow up 2 weeks - Content Reminder due
- Consultation Call to Finalise Details
- Run Test Site and Share with Client
- Transfer Site to Client / Collaboration of Site
- Tutorials on how to use Wix

WEBSITE LANDING PAGE PROPOSAL
(Mobile Optimize)

https://pixillusions.wixsite.com/yourwebsiteurl

STORY BRAND

Step 1

A CHARACTER
What do they want?

Step 2

WITH A PROBLEM
External - (Confusion)

Internal - (Insecurity)

Philosophical - (Purpose)

Step 4

GIVES THEM A PLAN
Summarize you Plan

Step 3

MEETS A GUIDE
Empathy (understand)

Authority (Expertise)

Step 5

THAT CALLS THEM ACTION
Direct

Transitional

POW

Step 5

FAILURE
Tragic Results - (Avoid)

Step 6

SUCCESS
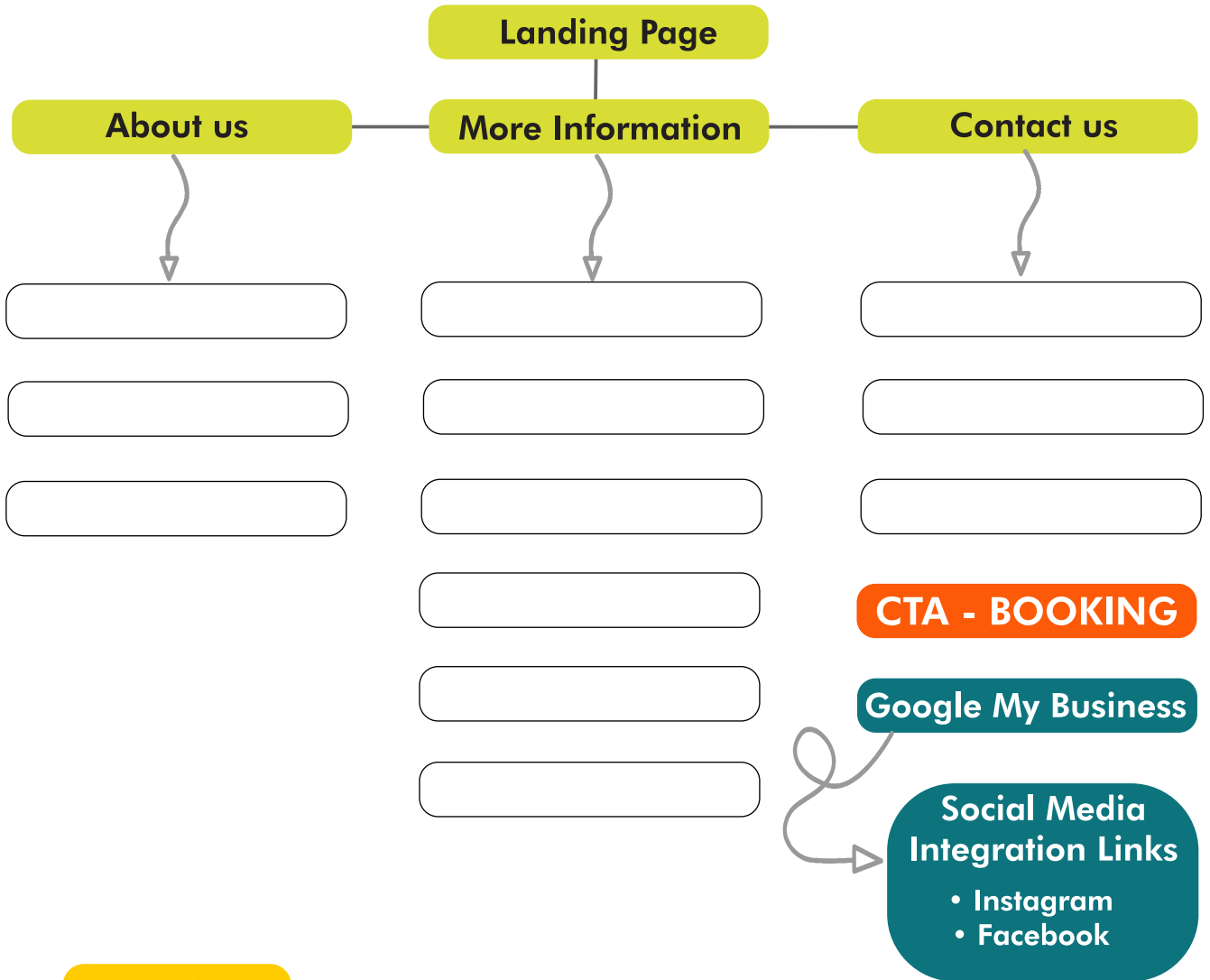Successful Results - (Brand Promise)

By applying the StoryBrand framework to your website, you create a narrative that engages visitors, addresses their needs, and guides them toward taking action.

SITE MAP

WHAT THEY DO

Landing Page

About us   **More Information**   **Contact us**

CTA - BOOKING

Google My Business

Social Media Integration Links
- Instagram
- Facebook

PLANNER

- ● Main Pages
- ● Sub Pages
- ● Anchors
- ● Call to Action Buttons
- ● links

TIMELINE - WEBSITE

A new website can be launched in approximately six weeks. Below you can find a breakdown of our process. We will agree on the launch date and work backwards from there, with regular check-ins and dates for reviews and revisions. Throughout our process you should expect regular updates and virtual meetings.

WEEK ONE

- Market research. We'll get to know you, your business, and your competition.
- Client approves final mood board + color palette Design full website layout
- Send website live link for feedback - Landing Page for "Coming Soon" with CTA button.

WEEK TWO

- Develop messaging and strategy.
- Client responds with edits
- Implement client feedback (repeat as needed)
- Link up external softwares/integrations•
- Design Graphics. We'll create your branding and logo. Includes two rounds of revisions

WEEK THREE - FOUR

- Website creation. We'll package everything together in your stunning new website.
- We'll also connect your new CRM, online form, domain, and social media accounts.

WEEK FOUR - SIX

- Link up external softwares/integrations
- Add functionality to finalized website layout
- Implement SEO
- Go over site launch checklist
- Set up call time for 1.5 hr site maintenance lesson
- Send over lesson plan
- Hold lesson plan call

FOLLOW-UP

- 1 Day Post Design
  Follow up with items used in design (backgrounds, logo files, etc.)
- 1 Week Post Design
  Follow up to ask if have any site questions

PIXILLUSIONS
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Google drive link to be supplied by client		Shared file

Create a shared drive

How to share folder

www.pixillusions.co.za

hello@pixillusions.co.za

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