<How We Make A Website>

A step-by-step guide to our process

FUSE
AGENCY

In this age of digitalisation, an online presence is vital for success.

The majority of the websites we build are in Wordpress. The reasons for this? Well first, Wordpress is an open source content management system, which means anyone with Wordpress knowledge will be able to work on your site in the future. Secondly, despite what people might have told you, it's pretty secure. It's also very flexible. There's not a lot we can't do with it, **and we're here to make it happen.**

We have three options when it comes to developing websites:

01 $

Limited Template Build_

These are based on a few core templates and with limited functionality, these are ideal for those businesses with smaller budgets and low level web requirements.

02 $$
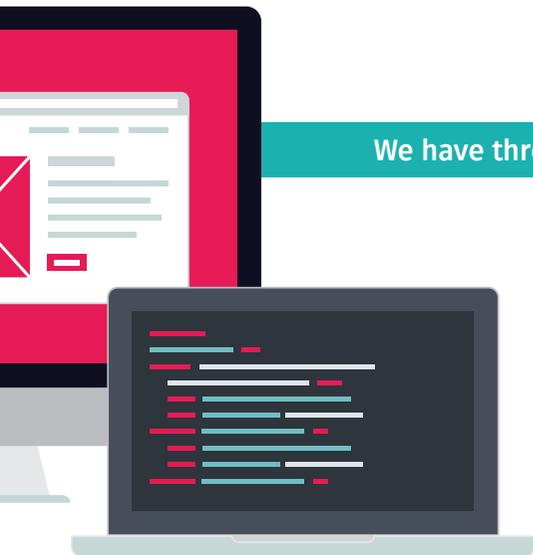
Wordpress Template Build_

Based on more advanced templates, these deliver much more functionality and are often visually more appealing. As these are still templates, there are still restrictions on the flexibility but they can be customised further.

03 $$$
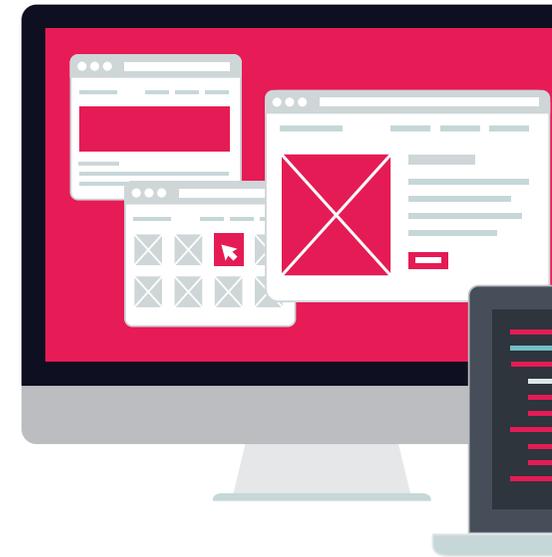
Wordpress Custom Build_

A custom design and build will allow total flexibility in design and functionality and a result entirely focused on the client's needs. Here we develop a site that is totally unique in look and functionality.

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We aim for two things for websites: simple and striking. Amazing user experiences are the result.

We want this experience to be a simple as possible for you. To do this, we've outlined our step-by-step process so you know exactly what it takes to launch **your amazing website.**

01
Benchmarking & Planning_

We research your competitors and how they present themselves and then we planhow the website with look and feels.

02
Design (Part 1)_

The design team will craft an example website design, or designs, to show you a few pages

03
Design (Part 2)_

Once we have a clear direction, we design the rest with your vision in mind and then we polish up the content ready for development

04
Build_

Our in-house developer will build your very own website and will let you explore your new website before it is released into the wild.

05
Content Upload & Test_

Once you're happy with the design, we'll upload the content and do some testing to ensure that there are no pesky bugs crawling around before launch.

06
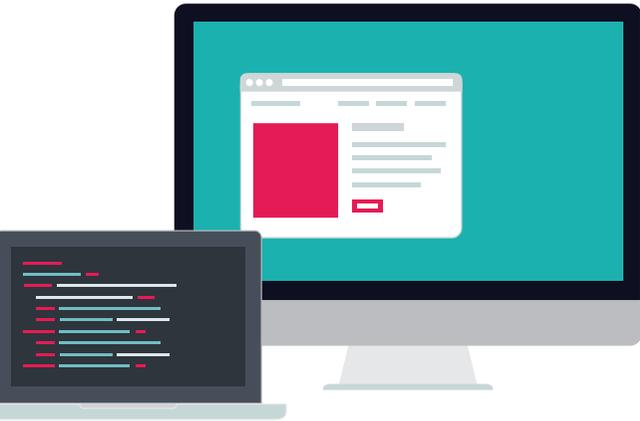### Launch_

Excellent! Your website is ready to go! There's a lot that we can do in this stage so talk to us to make sure you've ticked every box.

07
Support_

We'll help you out just after the website has gone live and we can provide ongoing support if you need it.

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We plan to deliver you a website that exceeds your expectations.

We want this website to be functional, attractive and something that will help grow your business. **To do that, we need the assistance of our clients.** Here's some things you need to be aware of when moving forward with your project.

Changes_

Any design changes after stage three can incur additional time.

Content & Graphics_

If, unless otherwise discussed, it is the client's responsibility to source all content for the website including copy and images. We can help with that but that will be quoted separately. Please supply all requested graphic elements and logos in a vector format prior to any work being commenced.

Hosting_

We always prefer to use our hosting company as this makes things easier when managing your site and we're always in the know with outages and issues.

SEO_

Our websites are built for successful SEO but the SEO plug-in supplied with the website does need to be populated; we can complete that on request.
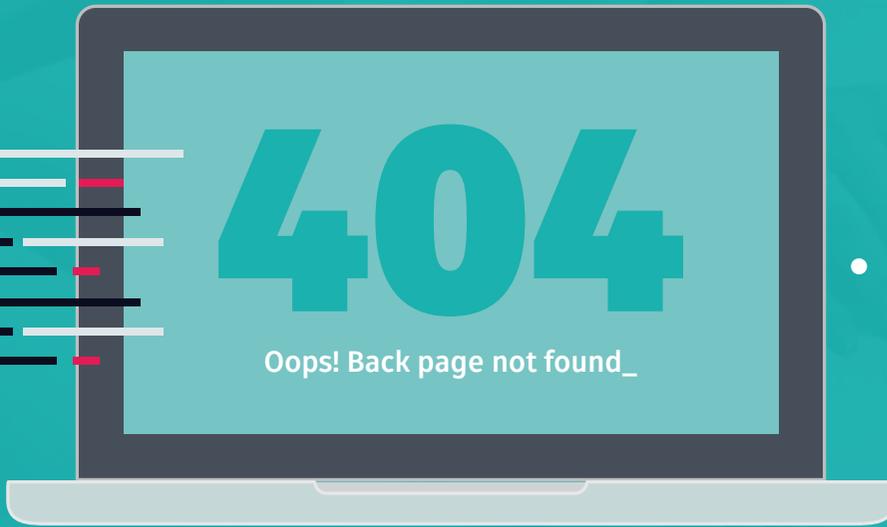
Launch process_

When a site goes live on a new server, it can take anywhere from 2 to 48 hours for the new IP address of the website to propagate through the internet and during that time your website may be unreachable. There is no way of speeding this up, therefore, it's recommended that this occurs at a low traffic time. If that request is over a weekend, additional costs could be incurred. It will also be recommended that your website is launched during the start of the week, so we are in the office to offer support if necessary.

Plug-Ins_

All plug-in costs are estimates only and may change prior to launch. SSL certificates are required for secure websites and will also be an additional charge. Plug-ins, SSL certificates, hosting and some other elements of the site will renew annually. An invoice will be raised 30 days prior to these dates.

Time_

Web design is a linear process. If you aren't able to supply what we need to complete the job or you aren't able to confirm go ahead on one step, it may mean you are moved to the back of a queue and your website can't be completed when you want it to be.

404

Oops! Back page not found_

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