



AF

studio
introduction



welcome to ansley fones

web design & development

I am absolutely delighted to be working with you, and I can't wait to get started! This is a brief guide, written and designed for your convenience so that we both get the most out of our work together and, most importantly, you end up with the product you deserve. Inside you will find tips to effectively communicate your design preferences, ways to keep the cost of your website down, policy clarifications, a short glossary of necessary terms and finally, supplemental feature definitions.

Thank you so much for sharing your time and passion with me,



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getting the design you want

When I start any design, my goal is to create something that makes you say “I love it.” While sometimes I nail a design right away, the journey to these words is more often a bit bumpy. The hardest part is breaking through the endless possibilities for your design (and there are just *endless* possibilities), to arrive at the stage where we’re tweaking the font or adjusting a shade of green. Then we’re basically home free.

so how do we get there?

Getting to the design you want is going to be some work on your end. Maybe even some soul searching. And it all comes down to this:

What is it you want your website’s design to convey?

I’ve asked you for at least 3-4 websites that you love visually - not necessarily in your same field - just websites that capture that *feeling*. I’ve also asked for a sentence or two on each one to express to me what it is you like or don’t like about each one. Please spend time here. The more you put into it, the more I will get out of it, and the closer we will land to what you really want.

As you explore the Internet for your visual tastes, you might discover preferences you didn’t know you had. Consider (but don’t limit yourself to) the following:

Aesthetic Adjectives

modern	high-fashion	perky
vintage	peaceful	feminine
minimalist	energetic	artsy
ethereal	whimsical	bold
natural	professional	elegant

These modifiers can set the tone of your design.

Color Schemes & Patterns

Have specific colors in mind? Great! Or maybe just a general idea of a palette, like...		
tropical	metallic	bright
fresh	jewel	monochrome
earth	pastel	fiery

Don’t have a preference? Let me know that too!

what if you don’t love it though?

So you got your initial mockup, and it’s not quite hitting you the right way. It’s further off than a font or color change. Well hey, everybody misses the mark sometimes. That’s why I only spend one to two hours on your initial designs: to make sure we’re heading in the right direction.

I’m committed to getting you something you love, so let me know right away if you don’t love it so we can refocus on your goals and tastes.

Do take some time with the design to give some constructive feedback so we can learn from where we are and get to where we’re going.

Don’t hope you’ll like it down the line and keep your true thoughts to yourself. I promise you won’t hurt my feelings. I want to get you a design you love, and I know you want that too!

keeping your costs down

This is the section you skipped to, right? Believe it or not, I want you to keep your costs down, not just because your satisfaction is important to me, but also because your bill is reflective of the time I've spent on your project, and I very much love to be efficient. You get a low bill, and I finish my day ahead. We're both happy.

My work is billed hourly, which means you only pay for what you get, and nothing else. If you only need one revision on your design, you only pay for one. If you already have a logo, you don't pay me to design one. If you don't want a blog on your website, I won't charge you to design or build it. **This is so important to understand.**

When a web developer, or indeed, *any* company tells you a service or feature is "free," it means they have already charged you for it, whether you know about it or will even use it. The peanuts are included in the cost of your plane ticket whether you eat them or not.

If I charged a package rate, you can bet you'd be paying for features you're not using, and I don't want to do that to you! Here's how you can help to achieve both of our ends:

Be as thorough as possible with your design homework. As explained in the previous section, this is how to start your website off on the right pixel.

Provide specific feedback during the design phase. Yes, your cost on the design portion is directly correlated to the time I spend on revisions. In your estimate, I generally assume 3-5 rounds of revisions, but every project is different. Your actual bill will be reflective of the actual time spent and nothing else.

Be decisive. Some of the most expensive projects I've worked on have been sites that started in one direction and ended in another. Before we really get rolling, be sure you are committed to your site name, aesthetic, and focus.

Start small. If you have big dreams for your site, I'm on board. I'm with you whether you're working towards a large eCommerce platform or expanding a personal blog. If you are on a tight budget though, I recommend starting with your branding, layout, and basic pages (i.e. about us, blog, contact, services). Once we have the bones of the website, it's easy to add on, and not as daunting to your budget or time as trying to do everything at once.

Get as much out of your training as possible. Take notes, ask questions, get hypothetical. I have set aside an hour for your training (you don't have to use the whole hour and are only charged for what you use) so make the most of it. Don't feel overwhelmed by absorbing every last thing though. I am certainly available for subsequent trainings and am happy to do them at my hourly rate. I also make frequent use of short tutorial videos, which usually take me about 5 minutes to create, and I am always happy to provide those if you are stuck.

Use your training to populate content on your site. Content population - or getting words and images on your site - is a bigger task than you may realize. After our Wordpress training, 95% or more of your website's content population will be completely in your power. I'm here to help with content population, especially if you've got a particularly difficult page. However, it's important for you to know that my rate is the same whether I'm designing your logo or copy-pasting your content into the Wordpress editor. Learning how to populate your own content keeps your costs down as well as gives you more personal control over your site.

Know your special features. Your website should and WILL stick out. How it will do that is up to both of us. There are a lot of features I can offer you that will help do it, but deciding on what they will be from the outset can keep us both on the same page budget-wise. The glossary and special features section in this book should help you know what items are available and approximately how they will affect your budget.

various policies & minutiae

“The devil is in the details.”

- SOMEBODY A LONG TIME AGO

Let's get down to business. Here's a quick run through of how the business works, what to expect payment-wise, and all the other nitty-gritty deets. This section is designed to help us avoid any surprises during the process, so please give it a read.

Keeping in Touch

My preferred method to communicate is always email. It helps me keep track of our work and can easily be converted into a to-do list. I check my email a lot, so this will usually be sufficient for emergencies. If you have emailed me and do not hear back quickly regarding an emergency please *text* me, *do not call*. You are never charged for text or email communications, but I do charge for phone calls.

This isn't a necessary requirement for communication, but it will help your project run more smoothly: try to keep your emails in the same thread (whenever reasonable). When our correspondence is all together in one email thread, it's a lot easier for me to keep track of our running notes!

Passwords

Over the course of our work together, I will create several passwords for you, and you will need to share (sometimes sensitive) passwords with me. I keep any passwords you send me in a secure password keeper. If you change the password to your website or hosting, it is your responsibility to send me your new password if you need me to do any future work on your website.

Please **be sure your passwords are correct before you send them**. Time I spend attempting to log into your website, hosting, or other account with an incorrect username or password is billable time and a waste of your money.

Billing

For a full website design and development process, I generally bill 3-4 times. The first bill is the deposit, the second one comes after the design phase is complete, and the third one *usually* comes after the site is launched. If you're not quite ready with content after our training and need some time, I will bill between the training and launch, then again after launch. In this case, the post-launch bill would be a small one.

The invoice after the development is always the largest. I can generally be flexible regarding payment plans if you ever receive an invoice you cannot pay all at once. Please just be up front with me regarding your timeline and we will make it work.

What Is Billable

Simply: everything except written correspondance and short (under 10 minutes), scheduled phone calls. Phone calls beyond your first 30-minute free consult are billable, so whenever possible, it's best for us to stick to email. I do know that occasionally it is easier to explain unclear or complex emails via phone (sometimes I will even request that), so for scheduled, explanatory calls that last for less than 10 minutes, I do not bill. *Unscheduled phone calls are always billed at a minimum of 5 minutes, regardless of length.*

Payment Methods

At the moment, I'm accepting checks, Chase Quickpay, Venmo as my preferred payments (no fees!), but if you'd prefer to pay via debit or credit, please visit ansleyfones.com/pay.

Lead Time & Rush Fees

As my current clients can attest, I run on a very tight schedule with every working minute planned out at least a few days in advance. As such, I rarely have much wiggle room, so every surprise rush work order sets the entire queue back. Or I don't sleep that night. So to be fair to all clients (and my caffeine budget) I request a lead time for changes. For small changes with a deadline (i.e. text changes, one-off graphics), please provide at least a three-day lead time. For larger changes (new pages or sections), please provide at least two weeks. I cannot guarantee that I will be able to accommodate requests submitted without adequate lead time, but if I am able, rushed work will incur an additional 20% on top of my hourly rate.

Please note that this policy applies to requested changes, not emergency repairs. If something on your site appears to be broken through no fault of your own, I will not charge a rush fee to fix.

Ongoing Maintenance

Yay! We've launched your website and now you are enjoying the fruits of our labor. Ongoing maintenance is something I am ever-so-happy to provide to my clients as I hope to be your go-to web girl until you're just completely sick of me. Send anything you need added, updated, or adjusted via email, and it will be billed at my hourly rate. Billing for on-going maintenance usually occurs when the sum of work completed is around \$300 - \$500 unless otherwise agreed upon.

Ownership of Work Product

You will take full ownership of any work completed upon payment of the invoice covering that product. For example, you'll likely be invoiced once for the design phase of your project. After paying this invoice, you own the intellectual property of the designs created (for your personal business use), as well as the actual files, which you may edit, change, send to another developer, or even repurpose for other media (like making a t-shirt out of a logo I made you). Just ask if you need help with that!

You'll also be invoiced for the development of your website. You may already own the designs, but the ownership of the code used to build your website will be transferred to you upon receipt of payment for the development invoice. Should you need ongoing maintenance, you still own the site I (or whoever) initially set-up for you! And you take ownership of revisions as they are paid for.

Attribution

If we are working together on a full design or development, I reserve the right to place a very small, unobstrusive logo and link to my website in your footer (Design and Development by Af Ansley Fones). If I have only done design *or* development on your site, the attribution will be edited accordingly. This is not applicable if we are working on a site designed and developed by someone else (I only take credit for my own work).

Please refer to any of the websites in my portfolio for an example. I very much appreciate you allowing me this small bit of advertising as all of my work comes from referrals via word-of-mouth or this footer attribution. This means I don't need a marketing budget, which means I can pass my savings on to you in the form of lower costs!

glossary of web design

“Incomprehensible jargon is the hallmark of a profession.”

- KINGSTON BREWSTER

For better or for worse, the jargon is inescapable. These are some of the most common terms you'll hear come out of my mouth. Pretty soon they'll be like second nature to you, and this should help...

WordPress

The content management system (or CMS) upon which I will build your site. Friendly to non-coders, incredibly flexible for me as a designer & developer, and infinitely expandable for all the features you may dream up eventually - Wordpress is my jam, and it will be yours too.

Website vs Blog

One of the most common confusions I find myself explaining. Much like a square is a rectangle but a rectangle is not *necessarily* a square, all blogs are websites but not necessarily vice versa. A blog is a feature of a website. Whether you decide to feature your blog on the front page of your site is up to you!

Homepage

The front page of your website. Frequently includes latest posts (if the site includes a blog) or featured programs, offerings, or products. This can be completely tailored to you and your vision!

Blog

A section of a website comprised of “posts”, “articles” or whatever you may want to call them! This section is meant to be (relatively) frequently updated/added to.

Post vs Page

Another frequent source of confusion. Like news stories, posts are generally arranged by the date of publication. A post (or article) will enjoy brief prominence on your blog or homepage, and then be pushed down and eventually archived as newer content is added. Pages, on the other hand, are generally populated with permanent content that is updated infrequently, if at all (ie. about, contact).

Navigation

This is the “menu bar,” “tabs,” or (as I call it) “nav” on your site, and the primary tool through which people will browse your site. This should certainly include all your most important pages. It may also include blog categories or links to other websites.

Domain & Hosting

Two things you'll need! Your domain is the address of your website (frequently ending in .com), while your hosting account is where your actual site files are stored. The two are actually independent: we can point your domain to a different hosting account with new site files, point multiple domains to the same hosting account (so your site has several addresses), or change your address entirely without moving your site files at all.

Logo

The name of your site, written in a creative way. May or may not include a symbol.

Header

The top section of the website that is reproduced (or reproduced with small changes) on all pages of the site. Includes the logo and navigation at a minimum. Also frequently includes social media links. Site header may also be much larger on homepage and shorter on interior pages.

Footer

The bottom section of the website that is reproduced (or reproduced with small changes) on all pages of the site. Includes copyright information at a minimum.

Sidebar

Area to left or right of main content that is replicated on most pages of the website. Comprised of “widgets” that are editable and rearrangeable.

Widgets

Individual, rearrangeable (by drag-and-drop) features in the sidebar. For example: a Facebook like box, rotating Instagram photos, a subscribe form, advertisements/affiliate links, category links/buttons, etc.

Responsiveness

In short: mobile compatibility. Actually its compatibility on any screen size, so if you take the corner of your browser and pull it in to make your site smaller and smaller (or larger and larger), it should keep looking awesome. Non-responsive sites are designed for a single screen size, and will start to look broken and eventually be unusable when viewed on screens too far away from the original size. All the sites I build are built responsively.

Favicon

That little icon next to the name of your blog on the tab in your browser.

Plugin

An addition to your site that provides extended functionality. May be by a third-party developer or, occasionally, I write one custom for your theme!

Pixels

The measurement of the web. Perhaps most relevant to you in terms of images. Most images you upload to your site should be no more than 1000px wide unless I tell you otherwise.

Above the Fold

Referencing newspaper terminology here, this is the area of your website visible to the user as soon as they land on a page, before they scroll. Generally, this is where you want your most important content.

Call-to-action (CTA)

A form, button, or any graphic element that directs users to a goal (i.e. to purchase or subscribe).

Landing Page

A focused page to drive users to complete a CTA. May be a paired down page in terms of graphic elements to emphasize the content (i.e. leaving off the navigation, sidebar and using a simplified header).

supplemental features

“Now that we can do anything, what should we do?”

- BILL BUXTON

These are some of the most commonly requested special features I build into my websites. In terms of cost, these range from a few dollars to over a thousand, so take a look, consider what you want, and let's talk! For reference, I've included a key in cups of coffee for how long each item takes to integrate.

Opt-ins

Definitely the most commonly requested feature (you've probably already asked for it and I've included it in your quote), this is a form to capture visitor email addresses. It is frequently tied to Mailchimp, Aweber, ConvertKit, or a similar newsletter service. Opt-ins are often most successful with offering a freebie such as an eBook. If you haven't already asked for it, but want one, let me know! ☕

RSS Campaign/RSS Form

Another type of email capture vehicle, but in this case, the subscriber signs up to receive your recent posts in their inbox. A very good way to collect emails if nothing like a free eBook is in the works. ☕

Newsletter Set-up

The time estimates above are for setting up for the form and pointing it to an existing list only. I do not include the cost of setting up a newsletter, templates, welcome emails, or auto-responders, but if this is something you want me to help out with, let me know so I can provide a quote. I can also provide a Mailchimp or ConvertKit training if you like (I'm less familiar with the other options out there). ☕

Video Integration

I never recommend you host videos on your Wordpress website, but there are great ways to embed YouTube or Vimeo videos on your site, and it's usually not too difficult. Just ask! ☕

Popup

They're annoying but they work. A window that appears over the website, grabbing the user's attention and prompting them to take action (i.e. visit services page or subscribe to newsletter). I only recommend using an opt-in on the desktop version of your website as Google has begun to penalize mobile popups in their organic search results. ☕ ☕

Contact Form

These range from simple (name, email, message) to complex (ie. initial consult information) and can also trigger a PayPal payment (a handy and much less expensive eCommerce substitution for certain situations) or a newsletter subscription. *Basic form:* ☕ *Complex form:* ☕ ☕ ☕

Events

A page, section, and/or widget that displays upcoming events with pretty formatting. ☕ ☕

Testimonials & Blockquotes

Wanna make something pop? While testimonials & quotations can easily be included as regular text in your website, I can also create special formatting for these structural items to really make them jump off the page. Just ask! ☕ ☕

Slider or Carousel

In short, rotating content. Can be comprised of latest posts, several compelling images, your favorite testimonials, products, videos - really any type of content. ☕ ☕ ☕

Coming Soon Page

A temporary page at your domain address to provide basic details of the site-to-come. May include social media links and/or an email capture form. ☕ ☕ ☕

Different Header Images on Every Page

An often requested feature that is frequently more work than you may realize. Each header needs to be designed and implemented. This is totally doable! But different header images are not included in your initial cost estimate unless specifically requested. ☕ ☕ ☕

Custom Graphics

Graphs, collages, beautiful text arrangements over images: like different header images on every page, this is totally doable, but not included in your initial quote unless specifically requested. ☕ ☕

Magazine Style Layout

A complex, usually grid-based article layout. As opposed to a blog-style layout, with latest posts in a column to one side and a sidebar to the other side, this layout makes more of your content visible to your site visitors right away. ☕ ☕ ☕

SEO

Search Engine Optimization. A particular branch of marketing that focuses on making your site rank higher for particular keywords. While I personally do not offer SEO services, I can hook you up with my studio's excellent SEO afficianado. ☕ ☕ ☕ ☕ ☕

Membership Area or Paywall

Reserves a section of your site for certain users only. Users, or members, are generally required to create an account on the website and, if this is a premium feature, pay either a one-time or recurring fee. In addition to installing and configuring this software, setup also includes creating and formatting various required pages (i.e. register, my account, etc) and modules (user login). ☕ ☕ ☕ ☕ ☕

eCommerce

Full product and cart integration into your site. The best solution for an eCommerce need is very specific to your requirements, and can only be quoted on a case-by-case basis. ☕

Think of something I should add?

Please let me know and I will add it to this document! This is a work in progress to make our work together pleasant and productive (and to make my life easier). I so appreciate your feedback!

With your signature you acknowledge that you have read and understand this information. You may also sign this document by going to ansleyfones.com/ebook.

CLIENT SIGNATURE (click in box to sign)

Thank you!

