



*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,



## table of contents

getting the design you want .....	3
various policies & minutiae .....	4
glossary of web design .....	7
supplemental features .....	9



## 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 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!

# 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, and unscheduled phone calls are billed at double the call time.

Short of an emergency though, I prefer email over text communication, the biggest reason being that I cannot mark texts as unread. If I can't address them right then, and I forget about the text, it's likely lost forever. So please whenever possible communicate via email.

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***

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. As a blanket policy, I am unable to access passwords shared with me via LastPass, OnePass or any similar software (I'd have to install dozens of browser extensions to accommodate everyone's), but feel free to share passwords with me via [OneTimeSecret.com](https://onetimesecret.com).

## ***Billing***

Unlike many studios, which require a full, lump-sum payment before work begins, my studio bills incrementally. For a full website design and development process, the typical billing process is as follows:

- You will be billed an initial deposit before work begins to hold your slot in my queue and get us started.
- You will be billed a second deposit at the half-way point of our design phase (usually after branding and homepage designs are completed)
- Your third payment is due after the completion of designs when we shift to development
- The final payment will be billed after launch!
- After your website's launch, retainer packages are offered for any maintenance and ongoing work.

I always strive to be reasonable in my billing practices and expectations. If you ever receive an invoice you cannot pay all at once, please ask me about payment plans. We will make it work.



### **What Is Billable**

If you are working through a retainer, you will certainly want to know what will subtract time from it! Simply: everything except written correspondence. Phone calls are billable, so whenever possible, it's best for us to stick to email. Please note: *Unscheduled phone calls are billed for double the call time, and are always billed at a minimum of 5 minutes, regardless of length. If we are working on a flat rate project, unscheduled phone calls will be billed ON TOP of our agreed flat rate.*

### **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](https://ansleyfones.com/pay).

### **Refund Policy**

All of my services are provided on a non-refundable basis, including (but not limited to) initial deposit fees, professional services fees, monthly hosting fees, and annual backup fees, regardless of usage. By entering into an agreement with me, you agree not to chargeback any credit card payments for services rendered. If you do file a chargeback or payment dispute, our contract will be violated and I retain the right to revoke access to digital items that are no longer covered by the payment. If you'd like to cancel your monthly hosting or annual backup service, please notify our administrator, Carly Crawford, when you'd like to cancel.

### **Invoice Due Dates & Administrative Fees**

I understand that life happens, and we always try to be as empathetic and flexible as possible when it comes to overdue invoices. Please see official policies regarding invoice due dates and administrative fees below.

Invoice payments are due, via any of the above payment methods, no later than 14 days after the invoice is sent. If you receive an invoice and believe you will be unable to pay in full by the due date, please reach out to set up a payment plan. I will always do my best to be flexible with you.

If payment is not made by the due date and no payment plan is in place, an administrative fee will be added to your outstanding invoice. These rates are as follows:

- **Invoice < \$100:** \$5 per week
- **Invoice \$100-\$249:** \$10 per week
- **Invoice \$250+:** \$25 per week

These weekly administrative fees will be added for any week or part of a week that the invoice is overdue. For example, if an invoice is paid 10 days after the due date, the administrative fee for two weeks will be applied.

### **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. Choose a retainer package that works for you, and then send anything you need added, updated, or adjusted via email, and it will be deducted from your retainer at an hourly rate. You will be alerted when your retainer is running low, so you can renew your retainer hours before they run out.

### ***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 an original design or development, I will place an appropriate design/development credit in the copyright area of your footer (Design and Development by Af Ansley Fones). Please refer to any of the websites in my portfolio for an example.

### ***Liability***

While I try to be helpful in every way I can, I am not a lawyer and therefore take no responsibility for your website, email marketing, Privacy Policy, and Terms & Conditions being compliant with current privacy or accessibility laws. I will, to the best of my knowledge and ability, help you implement whatever conditions may be necessary. If you have concerns or questions regarding your compliance, please contact this wonderful attorney, Sam Vander Wielen ([samvanderwielen.com](http://samvanderwielen.com)), who specializes in legal consulting for online entrepreneurs.

Additionally, I understand all images and content on your website to be legally owned by you and take no responsibility for copyright infringement should you upload plagiarized material to your website or send me plagiarized material to upload to your website.



# 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 your site’s 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 pared 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 aficionado. ☕ ☕ ☕ ☕ ☕

**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](https://ansleyfones.com/ebook).

CLIENT SIGNATURE (click in box to sign)

Thank you!

