

LET'S PUT OUR HEADS TOGETHER.

MAKING UPSWEPT A PART
OF YOUR TEAM



WE'D MAKE A GREAT TEAM.

We're so glad you want to partner with us, and we're excited to chat about creating a beautiful website that helps you grow your business! We're giving you this guide as a sneak peek at what it's like to work with us.

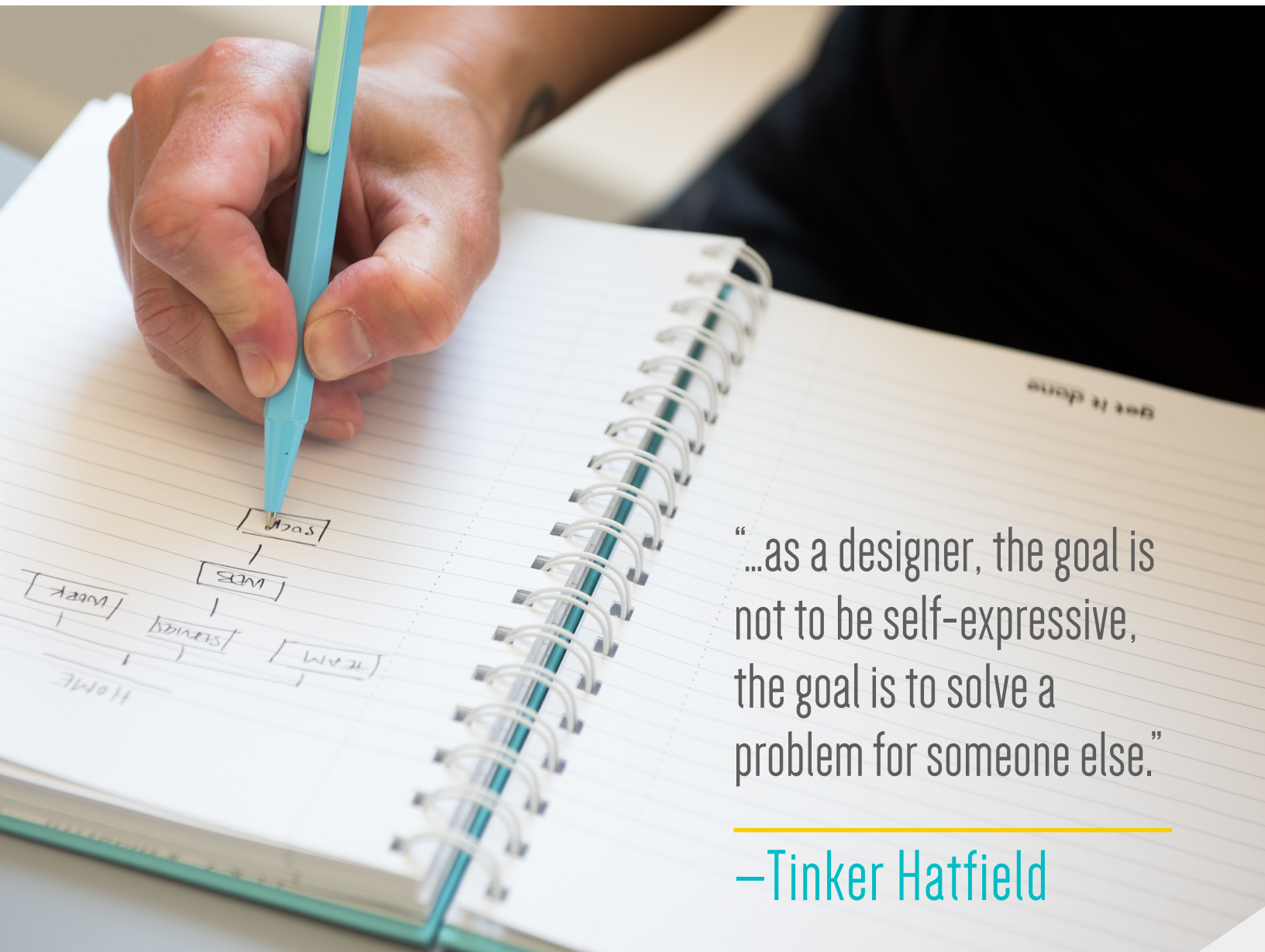
Before we get on a call together, be sure to read this packet thoroughly, and make sure that our process and expectations work for you. If you have questions, feel free to ask!

WE'RE HERE TO SOLVE YOUR PROBLEMS.

A website or social media presence is about more than just looking pretty or getting the most "likes." We know you came to us because you have a problem, and we want to help you work smarter *and* connect with your true audience.

We've collected over 20 years of experience in web design, social media, and email marketing, and we love creating powerful online presences that scale your business to its real potential.

Our work is here to make your day-to-day life easier, and empower you with the tools you need to Get Things Done.



“...as a designer, the goal is not to be self-expressive, the goal is to solve a problem for someone else.”

—Tinker Hatfield

Clarity

You can't get somewhere if you don't know where you're going, right? That's why we help you get clear on your goals for your organization. We want our work together to fuel your vision for the future, and clarity makes sure we get you there.

Curiosity

We believe that getting curious is how you get to amazing results. We dig into the details of your story to get at the root of what's missing from your vision. We might even solve a few problems you didn't know you had.

Collaboration

We know that open communication and collaboration helps projects sail smoothly. When you work with us, we don't disappear behind a curtain and reappear with an out-of-the-box design. **We want you to be as invested in the process as we are.**

That means we'll be in touch with you often, and be here for your honest opinion. You'll also get your own client portal with one-stop access to all your project details.

A TASTE OF WHAT YOU'LL GET:

Discovery Process

Our process includes guided questionnaires and a one-to-one Discovery Interview Call to zoom in on your needs, get us both on the same page, and solidify our content strategy for your website.

SEO & Copywriting

Our content expertise transforms your unique offering into messaging that reaches your ideal audience *and* climbs the ranks on Google searches.

Beautiful Design

We tailor your website to sell and support your offerings. We'll build your site on top of WordPress, which means you'll be able to tweak your copy and update images easily.

Security & Ease

We include our recommended suite of plugins to keep your website secure, deter spambots, and make managing your website easier—and you won't have to be a coding genius to handle it.

WHAT WE'LL NEED FROM YOU

For us to present your business as genuinely and awesomely as possible, we'll just need a few things from you:

Brand Guidelines & Inspiration

We'll want to understand the aesthetic and feel you're looking for in your site, whether that means sharing the details of your established brand or examples of websites whose design you love.

Answers to Our Questions

Our Discovery process involves picking your brain, so we can get an in-depth look at your business and create a strategy that works just for you. Don't worry, there's no "wrong" answer, as long as it's true to you.

Prompt Feedback

We'll share mockups throughout our process, so you can review them and let us know what's working for you! Our timeline depends on your timely feedback and approval, so we launch on-time and go home happy.

THE NUTS & BOLTS



HOW LONG A PROJECT TAKES

Our website project timelines typically run at least 8 weeks. Your website can potentially take longer if you're looking for a more complex, custom website, or if you need extra time to gather feedback from your stakeholders.

Our timelines also assume you can complete the Discovery process and give us feedback promptly, so you'll want to be sure you set aside enough time to give us your notes and your seal of approval.

WHEN WE CAN START

If we're full-up on clients, we may not be able to take you on for a month or two. If we have an open spot, though, we can start right away!

We periodically announce when we have space for new clients on our social platforms—so we recommend you keep an eye on our [Facebook](#), [Instagram](#), and [LinkedIn](#) accounts.

WHAT YOU CAN EXPECT TO SPEND

Our Brochure Websites currently begin at **\$6,450**, while our Customized Website Design + Development projects can be **\$10,000+**. We'll always let you know about costs up-front and get your approval on any additions before we start work.

Not sure which option is the right fit? No worries: we'll always be real with you about what you need. That means we won't try to push you into a Customized build when a Brochure site would do just fine—or vice versa.

PAYMENT SCHEDULES

We like to make costs easier for you to plan for, so we'll get you set up with a monthly payment schedule. We also collect monthly installments with auto-billing, so you don't have to worry about searching for invoices or missing a payment.

It's as simple as this:

- You send your initial deposit (work does not begin until received).
- We'll collect monthly installments of equal amounts, to begin one (1) month after your initial deposit is due.

If you anticipate any issues with this payment structure, please let us know *before* the contract is signed, so that we can chat with you about an alternative schedule.

WHEN YOU CAN REACH US

Your best bet is to reach out to us during our working hours:

Monday thru Friday, 9:30am-4:30pm. We check email throughout the day: ask@upsweptcreative.com.

Once you've signed on for a project, you can also reach your Project Manager via email. She can easily answer your questions, or make sure your query goes to the right member of our team.

During your project, we'll have calls booked with you at important points in our project timeline. If you'd like additional time to chat about your project via phone or virtual call, you can use our online scheduler to reserve time with us.



READY? LET'S TALK ABOUT IT.

Are you stoked to get started on your website project? Awesome. We're looking forward to talking with you at your scheduled consultation!

If you haven't scheduled your website consultation yet, never fear: you can [click here to get on our calendar](#).

Not Quite Ready for That Level of Investment?

If a full redesign isn't in your budget, we also offer monthly [WordPress website maintenance plans](#) to ensure your website stays up-to-date and keeps running smoothly.