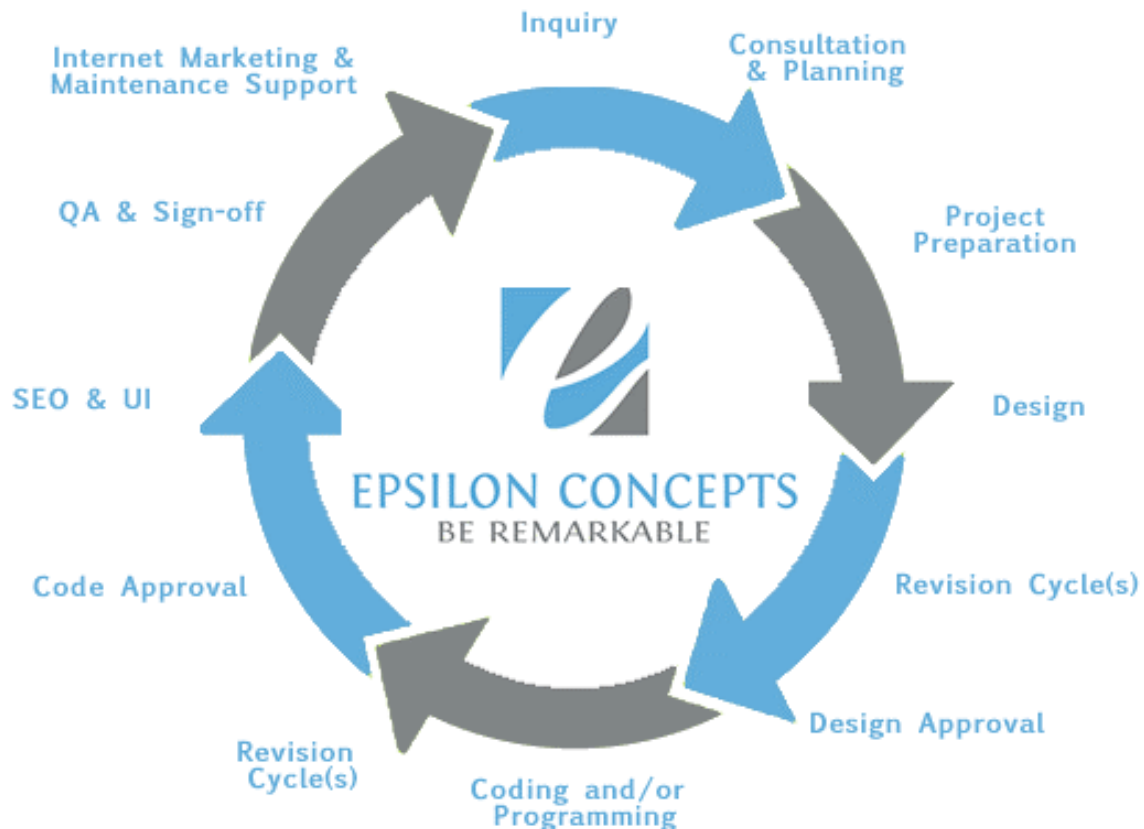


With over seven years of experience and a track record of well over 250 projects successfully completed in a marketing context, we have developed and continue to improve our project methodology in order to deliver the best in client support and project management.

You maybe thinking right now: "Once I sign the agreement with you, what happens? How is my project handled?"



Consultation & Planning Phase

During this phase we consult with you about your specific project requirements, budget range, timeline, etc... We then put together a thorough, custom cost planning estimate (CPE) for your project that contains pricing information, deliverables, timeline information, more background information on our company, etc... After revising the CPE as necessary to find the perfect fit for you, we send over a Project Agreement (PA) that contains our terms, conditions, and policies as well as the deliverables/costs section of the CPE. After signing the PA and submitting your initial project deposit, we move to the next phase.

Project Preparation Phase

Within three business days of the completion of the first phase, we send you a "Getting Started" e-mail that will contain the following elements:

- Receipt (for initial project deposit)
- Content Delivery Guidelines
- *Basecamp Account Invitation (web-based project management)

- Project Questionnaire Link/Instructions
- Personal Account Manager (AM) Introduction

Once you have completed your aspect(s) of the project preparation phase, more discussion/consulting may occur regarding the completed project questionnaire and/or content to ensure your needs are met in a marketing context and to ensure you understand each and every aspect of your project.

Design Phase

During this phase, your Account Manager (AM) and our Production Team work together to mock-up the design(s) for your project based on the previous phases. This mock-up is a graphical representation of what your future website will look like and is posted to Basecamp as a JPEG image. During this phase, the design has not been coded so revisions needed are much easier to facilitate.

Revision Cycle(s) Phase

During this phase you can request revisions to your mock-up. These revisions are made by compiling an organized and candid Word Document with specific revisions, thoughts, comments, examples, etc... Each Word Document submitted counts as a revision. Therefore, after receipt of your Word Document (which you can simply post to Basecamp in the "Files" section) we can complete the revisions and produce a revised mock-up for more revisions or approval. This makes up one complete "revision cycle." The number of revision cycles included is determined by your original CPE.

Design Approval Phase

During the design approval phase, you will formally approve the finalized mock-up by visiting our "Milestone Sign-Off" form in the Client Lounge section of our website so we can move to the next phase.

Coding and/or Programming Phase

During this phase your mock-up is coded in SEO-friendly, W3 certified code. All of the pages of your website are coded and the content you provided is integrated within the website. If your project involves e-commerce capabilities, a content management system, or any other dynamic programming functionality, it would be accomplished in this phase as well.

Revision Cycle(s) Phase

During this phase you can request revisions to your coded/programmed website draft. These revisions are limited to designer errors and minor enhancements and cannot involve overall design elements, content, etc... (as these are dealt with in the design mock-up phase). These revisions can also include elements of the programming aspects of your website as well. Revisions are made by compiling an organized and candid Word Document with specific revisions, thoughts, comments, examples, etc... Each Word Document submitted counts as a revision. Therefore, after receipt of your Word Document (which you can simply post to Basecamp in the "Files" section) we can complete the revisions and produce a revised website draft for more revisions or approval. This makes up one complete "revision cycle."

Code Approval Phase

During the code approval phase, you will formally approve the coding by visiting our "Milestone Sign-Off" form in the Client Lounge section of our website so we can move to the next phase.

SEO & UI Phase

During this phase we proof and examine the website to ensure usability standards are in place and that the content and code of your website meets modern SEO standards.

QA & Signoff Phase

During this phase we take a final lap through your website for a quality assurance (QA) check-up. This QA is performed by an Executive Account Manager. Once formally approved internally, the website is released as a "final version" and can be sent to you for uploading into your live hosting account OR can be uploaded by us into your live hosting account if you provide us with your FTP access information. During this phase you will also formally approve the completed website by visiting our "Milestone Sign-Off" form in the Client Lounge section of our website.

Internet Marketing & Maintenance Support Phase

During this phase, if you signed up for an Internet marketing service, we begin Internet marketing campaign(s) and ongoing work. If you didn't originally sign up for Internet marketing, we will present you with a variety of options to ensure your new website gets the right traffic it needs to ensure its success. Also, during this phase we will present a Maintenance Agreement for review and discuss the options available for maintaining, developing, and growing your new website.

***What is Basecamp?**

"*Basecamp*", a product by 37Signals.com, functions as a customized project/account management tool that is utilized by account management and production to post project milestones, to-dos, content, notes, tasks, and more. *Basecamp* is also used to give clients access to their project for review and feedback directly via *Basecamp*. By utilizing *Basecamp* for all project management related tasks, clarity and organizational soundness can be achieved and our services can be rendered quicker and our production team will have a more focused and organized approach. *Basecamp* will also minimize e-mail "clutter" and put files online so they are accessible anywhere by anyone tagged as related to that project.