

## WELCOME!

The purpose of this document is to give you a quick guide to our services and an overview of our process. Our pricing and billing terms as well as contact information can be found on the second page.

It's no secret that we're a small company and we scale our team to fit your project. We understand that all projects are different and some require many of these services while others only require a few. Once we have reviewed the scope of your request, we will present you with a plan to make sure we're all on the same page and begin work. If, once the project is underway, you need to add additional services, just let us know and we will make scheduling arrangements.

## SERVICES

### STRATEGY

Social Media  
User Research  
Planning  
Competitive Analysis  
Market Research  
Website Strategy

### MARKETING

Pay-per-click  
Email and CRM  
Analytics  
Website Optimization  
A/B Testing  
Social Media

### DESIGN

Website Design  
Style Guides  
UI/UX Design  
Mobile  
Content Strategy  
Usability Testing

### DEVELOPMENT

Content Management  
Server Side Development  
Client Side Development  
Architecture  
Integration  
Custom Development

## OUR PROCESS

### 01. PLAN

The first step is to present you with a comprehensive plan for your project. This will include all of the details, hours, costs and schedule.

### 02. DESIGN

Once the plan has been approved we begin designing. This includes wireframes, page layouts, database schematics and content design.

### 03. DEVELOP

This is the part where you relax and we do the heavy lifting. We take all of the designs and turn them into a standards compliant website.

### 04. LAUNCH

Send out your press releases and schedule the launch party. We are here to make sure the project launches without a hitch and on time and budget.

### 05. MAINTAIN

Once your website is live, it's time to focus on your marketing plan and growing your business. We are here to make sure your site scales with your business.

## RATES AND BILLING

Our approach to billing is transparent so there are no hidden costs or surprises. We bill hourly at a rate of \$125 per hour. You will receive bi-weekly invoices that will include a detail of the work that has been completed. This will allow you to stay on top of the project and understand the costs as we go. If changes occur, it will allow you the flexibility to make the needed adjustments.

We have found that this makes the process much easier, as opposed to the fixed bid method of billing. In most cases, hourly billing ends up saving the client money. You may realize that you want to spend less time in the design phase, and therefore are only paying for what you need.

Don't worry though, we provide a thorough estimate when we go over our plan, and will base our estimated hours off of similar projects we have done in the past. That way you know roughly the ballpark figure, but can adjust, if needed, along the way.

To get started, we will charge a deposit, which usually amounts to about two weeks of work. We will apply this to your final invoice.

## GETTING STARTED

Now that you know more about us and what we can do for you, give us a call and we'll set up a meeting to learn more about your project. Don't worry, we hate high pressure sales as much as most people. We understand that building a website, application or marketing plan can be a daunting task and we're happy to answer questions. We don't pursue projects that aren't a good fit for our capabilities to save everyone time and heartache.

## CITY ZEN, LLC

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