

THINKING ABOUT A NEW WEBSITE?

COMPLETE GUIDE:

From initial strategy to
long-term support.



Brian Newhall

brian@bpnwebtech.com

THE WEBSITE PROJECT PROBLEM

Why many new sites & redesigns fail to deliver.

The biggest risk is focusing only on launch day.

Many projects are treated like a one-time event, and the site quickly becomes outdated or fails to meet business goals.

It's treated like a project, not a strategic business asset.



A PARTNERSHIP, NOT JUST A PROJECT

Introducing the Full-Service Framework.

As your **WordPress Consultant**,
I approach every website build
as a **long-term partnership**.

My process ensures your website isn't just a
beautiful design, but a powerful asset built to
support your goals from day one.



Brian Newhall

brian@bpnwebtech.com

THE DISCOVERY PHASE

The Blueprint for Success.

Every successful project begins with a **clear, shared vision**. Our Discovery Phase starts with two collaborative meetings:

A **one-hour deep-dive consultation** to explore your goals, audience, and challenges.

A **one-hour follow-up call** a few days later to review findings and solidify the project's direction.



YOUR STRATEGIC DELIVERABLE

The Website Strategy & Project Brief.

The outcome of this phase is a comprehensive brief that becomes the **source of truth** for our project. It will outline:

- Your project goals**
- Target audience profile**
- Core brand message**
- A proposed sitemap**
- A confirmed scope of work**



INVESTMENT & YOUR ROLE

A flexible approach to discovery.

This Discovery Phase is a fixed-price engagement, starting with one **8-hour Flexible Service Block (\$320)**. For most projects, this is sufficient.

Your active participation is essential.
Your role is to provide open answers about your business and to review and approve the **final Project Brief** before we proceed



Brian Newhall

brian@bpnwebtech.com

THE VISUAL BLUEPRINT

Where Strategy Takes Visual Form.

Using the Project Brief, I create wireframes—
low-fidelity visual blueprints for your
website's key pages that focus on **layout**,
user flow, and **functionality**.

This is also the phase where we will need the
final text for each page to ensure the design
is built around your actual message



PHASE 2 INVESTMENT

Estimating the Wireframing & Content Phase.

This phase is billed using
Flexible Service Blocks.

For planning purposes, a typical page
requires **4 to 8 hours** for wireframing,
content integration, and revisions.

A detailed estimate for your specific project
will be provided in the Project Brief from
Phase 1.



THE DEVELOPMENT BUILD

Bringing the Blueprint to Life.

In this phase, I build a fully functional website based on the approved wireframes and content.

I will develop the site's functionality, integrate systems like contact forms, and populate the site with your content, ensuring it's formatted correctly and is mobile-responsive.



ENSURING QUALITY

Testing & Your Final Review

Before launch, the site undergoes thorough testing, including:

Functionality Testing:

All links and forms are checked.

Responsiveness Testing:

Ensuring a flawless look on all screen sizes.

Performance Testing:

Optimizing for speed.

You will then perform User Acceptance Testing (UAT)—a final review to ensure the site works exactly as you intended.



PHASE 3 INVESTMENT

Estimating the Development & Testing Phase.

This phase is billed using
Flexible Service Blocks.

While cost varies with complexity, you can estimate an average cost of around **\$320 per page** for development and testing.

A detailed estimate will be provided after the wireframing phase is complete.



THE FINAL CHECKLIST

Ensuring a Flawless Launch.

To ensure a smooth transition, I complete a **pre-launch checklist**, including a final content review and a full website backup.

I handle the "go-live" process, perform post-launch checks, and provide you with your admin login and documentation in our official client handover.



BEYOND THE LAUNCH

Ongoing Partnership for Continued Success.

Your site will be enrolled in my
Managed Hosting & Care Plan
(starting at **\$35/month**).

This includes secure managed hosting, proactive software updates, and continuous security and performance monitoring.

Your plan includes **one hour** of my direct support each month. For larger tasks, you can use **Flexible Service Blocks** at any time.

The included monthly hour is always used first before any time from your purchased blocks.



Brian Newhall

brian@bpnwebtech.com

WHAT DOES IT ALL COST?

A sample project estimate.

Here is a sample estimate for a basic 5–page professional website redesign:

Discovery & Strategy: 8 Hours

Wireframing & Content: 20 Hours

Development & Testing: 20 Hours

Total Estimated Time: 48 Hours

This project would be scoped as **six 8-hour Flexible Service Blocks**, for a total estimated investment of **\$1,920**, plus the ongoing **\$35/month** for the Managed Hosting & Care Plan after launch.





LET'S GET STARTED

Ready to Build a Website?

Let's have a conversation about your goals and how we can create a powerful, strategic online presence for your business or organization.

Brian Newhall

brian@bpnwebtech.com

856-520-1286



Brian Newhall

brian@bpnwebtech.com