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Before hiring Web Dezyn Plus as your designer, as a business owner, you should define your goals for the website, your audience, budget, and timeline. Then ask us about the designer's process, portfolio, SEO/mobile-friendliness, content needs, post-launch support, and ownership rights to ensure alignment and a sustainable, effective website which we discuss during our initial consultation. Key questions cover our experience, communication style, CMS, revision process, and what we need from you to start. We have provided our answers to most of the more common questions that you, as the business owner, will want to know and that we get asked every time.

## Strategy & Goals

- What are your specific goals for the website (e.g., leads, sales, branding)?
- Who is your target audience, and what do they need from the site?
- How will you measure the website's success?
- What features are essential (e-commerce, booking, blog)?

## Designer's Process & Experience

- Can you show your portfolio and relevant client results?
  - *Yes, we have many websites that you can visit.*
  - *Our clients are happy to provide reviews about us.*
- What is your design/development process, and how long will it take?
  - *Once we have received your Design Agreement, payment of your 50% of the design fee, payment for your domain registration and hosting plan, your project is entered into our design queue.*
  - *You will be sent an invitation to our Project Management Application to join your project. This must be accepted. The project is Private between you and the team at Web Dezyn Plus.*
  - *You will be assigned Tasks in the project such as Upload Content, Images, etc.*

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- *We begin the layout of your new website based on the content/images provided.*
- *In most cases, design/development starts within two – three weeks after the content / images have been uploaded.*
- *First draft of the website is normally ready to view within 4 weeks.*
- *Final draft of the site is ready for GO Live between 6 – 8 weeks.*
- **Do you use templates or custom builds? Which CMS do you use?**
  - *We start with a base template and then customize it to your business.*
  - *We use WordPress along with either Elementor Pro or Gutenberg Builder.*
- **How involved will we be, and how often will we get updates?**
  - *It's your business website, so we provide updates as need through our shared project on Asana (our project management software application).*
- **What's your experience with SEO and mobile responsiveness?**
  - *All our websites are built to be SEO compliance with the new AI requirements being added as of January 2026.*
  - *As your site is being built, every page is designed to ensure that it looks good on all devices (laptops, tablets, and cell phones.) We often “backward” build starting with the mobile device layout as 80% of all site visitors use these types of devices.*
- **How do you handle revisions, and what's included in the price?**
  - *We use a web-based application “UsePastel” which allows you to show us where to make revisions, add comments or anything that you might want to change on your design. Normally, we will create 3 or 4 pages (usually – Home, Content, About, Contact) for you to review to ensure that the layout, colours, fonts, etc. work for you. (We get this information from your Design Questionnaire before we start creating your website.)*
  - *If you require a “complete” redesign or a start from scratch, we provide one (1) major revision in our pricing.*

## Content & Assets

- What content (text, images, videos) do you need from us?
  - *You will be responsible for providing text, images, videos, logo and graphics, etc. to us through Asana (our project management software application).*
  - *If you are not providing images, graphics, etc., we will search and include licensed stock images that relate to the content.*
  - *Text / content will be reviewed for SEO / AI compliance and if necessary, we will rewrite the content.*
- Do you provide content creation, or is that our responsibility?
  - *We do provide content creation; however, we will need your direction with subjects and/or point form content. Should you provide required content in point form, we write the content and provide you the content to approve. It's your business and you know it best.*
  - *Investigative blogging is NOT included in the initial website design.*
- Do you have a current website with content and images that you want to migrate?
  - *Do you like the current content, or do you only want to use "some"?*
  - *Migration cost to bring the old site are dependent on the size.*
  - *Domain transfers usually cost between \$35 - \$60 CDN plus HST to register them with our registrar.*

## Post-Launch & Ownership

- What training and ongoing support do you offer?
  - *We can provide training for staff by remote access; however, most clients choose to have us manage the website under a separate agreement, so you don't have to worry keeping your site up-to-date.*
- Who owns the site, content, and logins after launch?
  - *You are the owner.*
- What are the costs for hosting, domain, and maintenance?



- *Hosting costs vary depending on whether it is basic site (up to 5 pages), standard site (up to 10 pages) or a premier site (10 or more pages with on-line appointment bookings and/or a store.) You should plan to budget between \$600 - \$1,000 CDN plus HST for a 2–3-year term. We use a Canadian hosting company based in Hamilton, ON.*
  - *Domain costs vary between \$25 - \$35 CDN plus HST for a one (1) year term.*
  - *Pro-plugin license charges are included in the initial design, but you are responsible for them starting in the following year. Currently the fee is \$200 plus HST for SEO / AI required ones.*
  - *Domain e-mails are \$25 CDN plus HST each if required.*
- How do you ensure security, speed, and backups?
    - *Our hosting company is responsible for the server security, speed and monthly backups. We add additional security features, optimization for speed and weekly backups as part of your ongoing maintenance plan. Currently, the maintenance fees range from \$125 - \$165 CDN plus HST depending on your website requirements.*

## **Conclusion**

In conclusion, before you hire Web Dezyn Plus, take a few minutes to get clear on what you need, your goals for the site, who it's for, your budget, and your timeline. That makes the first call easier and helps us give you straight answers. During your initial consultation, we'll talk through our design process, show relevant work from our portfolio, and confirm your site will be SEO-ready and mobile-friendly. We'll also cover what content you'll provide, what we can help write or polish, what support looks like after launch, and who owns the site files and accounts when the job's done. We'll review the key details too, our experience, how we communicate, what CMS we use, how revisions work, and what we need from you to start on time. We've also posted answers to the most common questions business owners ask, so you can feel confident before moving ahead.

We look forward to connecting with you via video conference or telephone to address any further inquiries you may have.

Cheers,

A handwritten signature in blue ink that reads 'Gail Henney'.

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