

THE Z COLLECTIVE

GETTING STARTED GUIDE

THE Z COLLECTIVE | WELCOME



Hi, I'm Zobia
and I'm your
designer /
developer!

Welcome to the collective!

Your space on the internet is an important part of what you do, your business, your brand, and how it is that you connect with potential clients and customers.

The Z Collective provides services for lifestyle and travel bloggers, creative entrepreneurs, digital media freelancers, and innovative online business owners.

While there are several web designers, developers, and creative agencies to choose from out there - here are a few things that make the Z Collective different:

- Z // Services that are personalized and tailored to every client
- Z // **You're not alone** - I'll be your go-to support person and maintenance ninja
- Z // **Learn with me** - I'll show you the ropes of the tools and platforms we end up using
- Z // **Weekly Check-Ins & Milestones** - We'll communicate about where your project is while in progress
- Z // **Launch Day** - the best part of the project is the day you launch the project we're working on so we'll make a whole day out of it - champagne & all!

In this guide, you'll find what you'll need to get started and what to expect!

THE Z COLLECTIVE | THE PROCESS

ONBOARDING

In order to get started, you'll set up a call via phone or video to talk about your project. We will discuss your goals for your new website, the functionality you're looking for, talk about style and aesthetics, colors, and fonts. Then we'll talk about the different packages The Z Collective offers along with figure out a timeline and budget that works best for you.

After our conversation, a drafted proposal, estimate, and contract is sent out!

Once approved, I'll need some basic information and access to be able to start working on your new project.

STRATEGY

We collaborate on the project so that you're involved in what your final project looks like as well as what's happening when it's all coming together! I will come up with a mood-board, 3 logo concepts, a brand vision, and an action plan for your website. We will discuss possible platforms, tools, and other functionality that may be needed. Once our vision is aligned, I will get started on building your site!

LOGO

Included in every design + development package is a logo design. You will be presented with 3 logo options that work with your mood-board, colors, and fonts. You will receive two rounds of revisions once you make a selection between the concepts. With your feedback and support, we'll utilize your chosen logo throughout your project.

WEBSITE

Design & Development of your website will happen in milestones. For lifestyle and travel bloggers, your website project might take 2-4 weeks and will include a rough draft, a work in progress, a revision (second draft), and a final project. For web clients, depending on your project, your project will take 3-6 weeks and will include a rough draft, a work in progress, two revisions (second and pre-final draft), and a final project.

THE Z COLLECTIVE | THE PROCESS

THE CODE

Development for your project is either created and rendered locally, built upon WordPress (using the Genesis framework), SquareSpace, ShowIt, Shopify, or Adobe XD.

Don't worry if you aren't sure what platform to choose, what might work best for you, or being involved in the coding process. This is the part I take off your hands so you can simply approve the work being done, get excited for launch, and sit back knowing that anything that might get too techy - I'm here for!

E-COMMERCE INTEGRATION

For anyone using the WordPress, SquareSpace, and Shopify platforms, e-commerce integration is supported! If you have services, products, ads, or digital goodies to sell - definitely talk to me about integration during our first call and we can add that feature to your plan of action!

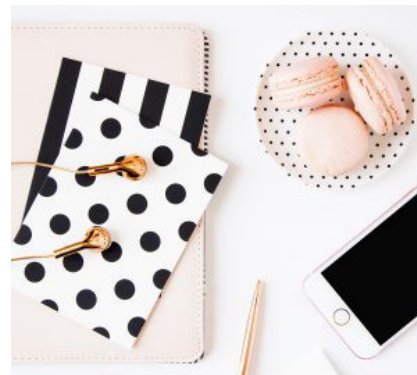
NOTE: Most packages come with this feature anyway!

CONTENT

If you have an existing website, content will be backed up and exported into your new site. If you do not have an existing website and this is your first time working on getting online. We can come up with some great copy for your business as part of the overall package you receive.

You tell me about your business, your products, and services, and I'll write some steller copy for your site.

You can also write your own copy if you feel your voice needs to be heard (like it should be)! I can definitely help tweak your copy as we go along.



THE Z COLLECTIVE | THE PROCESS

LAUNCH

Once your final project is approved, we'll set a launch date and time. This is your shining moment. You can choose to keep it to yourself (although I don't see why you would) or we can develop some social media content around it and get a virtual going! I get really excited for website launches and have even suggested that clients throw an actual launch party with friends and family so that everyone can see your website unveiled! Don't worry - behind the scenes, I'll fix any bugs or issues before launch your site to the world!

MAINTENCE

Once your project is launched, we won't stop there!

For 30 days, I offer full-support in case your website needs a quick fix or error occurs for every client.

If your website is hosted through The Z Collective via FatCow or FlyWheel, monthly backups will be initiated and upgrades will be scheduled for maintenance for as long as your a client.

If your website is hosted through another hosting provider, feel free to hire me as needed at my hourly rate to maintain your website or talk to me about maintenance packages!

