



LEVEL UP

# Your road to a new website



By building your website with Digital Surfer, you're assured a streamlined, easy process, backed by expert, award-winning design and development. As part of our process, we:



## Advise

As your website partner, we will always **advise** you of the right solutions with your business's goals in mind, giving you the tools you need to succeed.



## Evolve

We take our role in your business very seriously, **evolving** our tools and practices with the latest, proven strategies and technology to best support your business.



## Grow

The aim of your website build isn't just to look good, but work just as well, helping you rank higher, bring in more site visitors and increasing your leads or sales to help you **grow** time and time again.

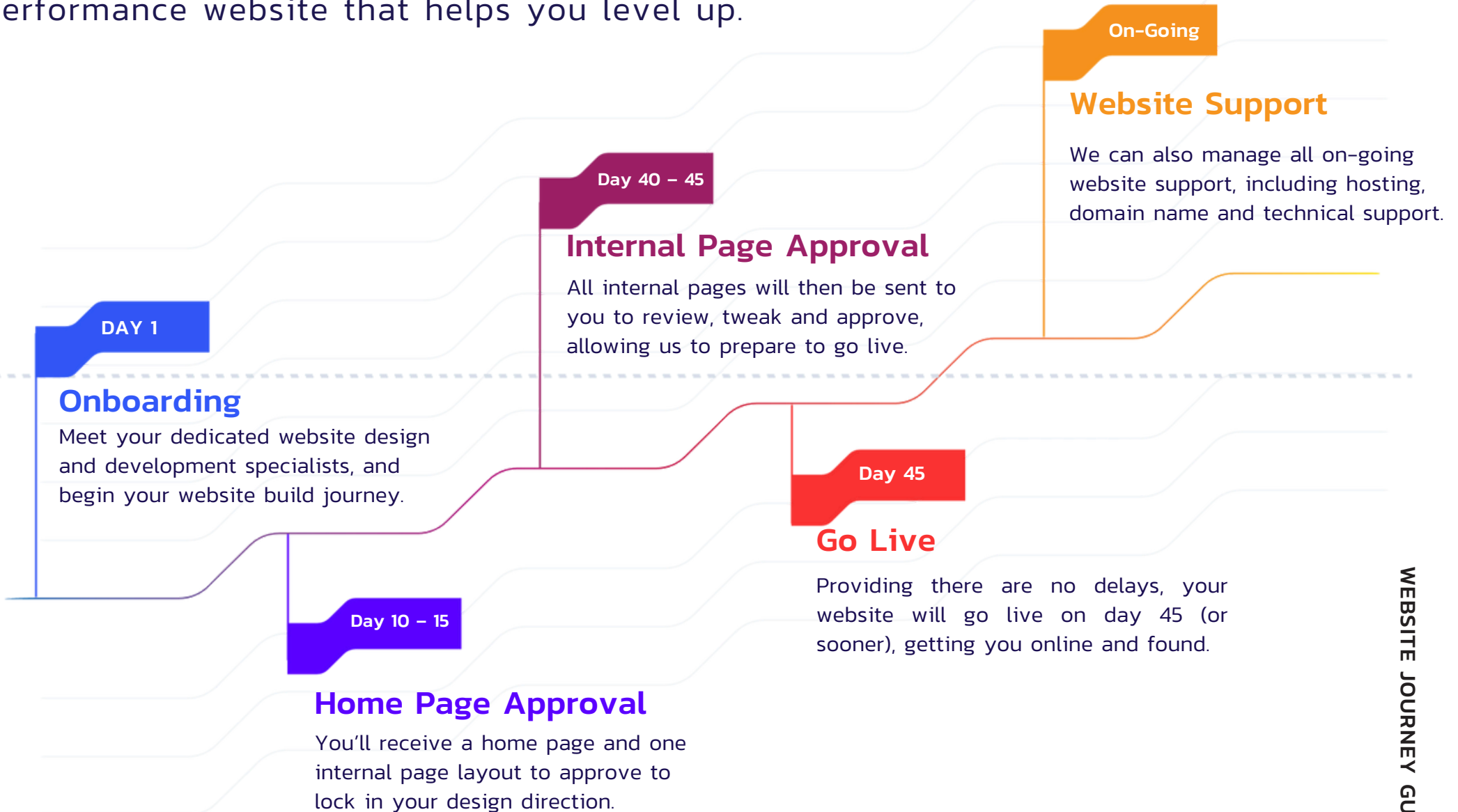
## LEVEL UP your online presence

Your website is the cornerstone of all your marketing. From influencing your ad pricing and impacting your conversions, to affecting how you can be found online, your website can change everything.



# Website Roadmap

In as little as 45 days, you can have a new, high-performance website that helps you level up.





# Website Roadmap

DAY 1

## Onboarding

- Website deposit is paid.
- You have completed the Website Build Onboarding Form
- Provided style guides, images, graphics, etc.
- Handover from your Business Development Manager to your website build team.



# Website Roadmap

Day 10 – 15

## Home Page Approval

- Home page and one internal page provided to you within 10 to 15 days, via a link to review your website on the development website
- You'll have 5 days to review and request any changes to style, layout, design, colours and fonts using our online proofing tool.
- If content is being written by Digital Surfer the initial piece of content will be provided for approval – style and accuracy
- Adjustments made by Digital Surfer.

Once approved, any further changes requested to the style, layout, design, colours, fonts or content by you will be charged at an hourly rate as per additional work.



# Website Roadmap

Day 40 – 45

## Internal Pages Approved

- All remaining pages will be provided to you within 40 to 45 days, or sooner, via a link to review and test your website on the development website
- You'll have 5 days to review and approve all internal pages, including all content, images and functionality, including making change requests via our online proofing tool.

Once approved, any further changes requested to the content, images and functionality by you will be charged at an hourly rate as per additional work.



# Website Roadmap

Day 45

## Go Live

- On or before day 45, unless specific within your agreement, your website will be made live.
- We will test all forms and booking functionality once live.
- Final payment will be processed once live or at 45 days, unless prior agreement.



# Website Roadmap

Month 6+

## Website Support

- On-going website functionality and security support is available through our support portal. Which includes connection to resources to make changes to your website, troubleshoot any concerns, and complete a ticket for additional support by our team.
- We will manage your hosting, domain name and website maintenance inline with the ongoing support package you have selected.



# Get in touch

Award-winning Australian search specialists helping you level up your business through performance-driven digital marketing solutions.

[support@digitalsurfer.com.au](mailto:support@digitalsurfer.com.au)

(07) 5609 8869

