

Welcome

Welcome to Guild Websites

Thank you for subscribing to Guild Websites service! We're delighted to have you on board and excited to get started on your new website.


Guild Websites are performance websites exclusively designed for experienced business consultants, industry experts and executive coaches. Built on the powerful WordPress content management system and blogging platform, our websites are designed to align to your broader marketing strategy and convert online visitors into offline contacts.

Your new website will feature a responsive design, which adapts the look of your website to fit mobile and tablet devices, and makes it easy for potential clients to get in touch with you.

This introductory packet will give you a brief overview of our website development process so you know what to expect in the coming weeks. If you have questions about the process, we recommend browsing the Frequently Asked Questions section, which answers common questions we have received from subscribers over the years. If you can't find the answer to your question there, just let us know.

Thank you again for choosing Guild Websites. We're excited to have you with us and we look forward to working with you!

Cheers,



-Michael Gifford and the Guild Websites team



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The Process

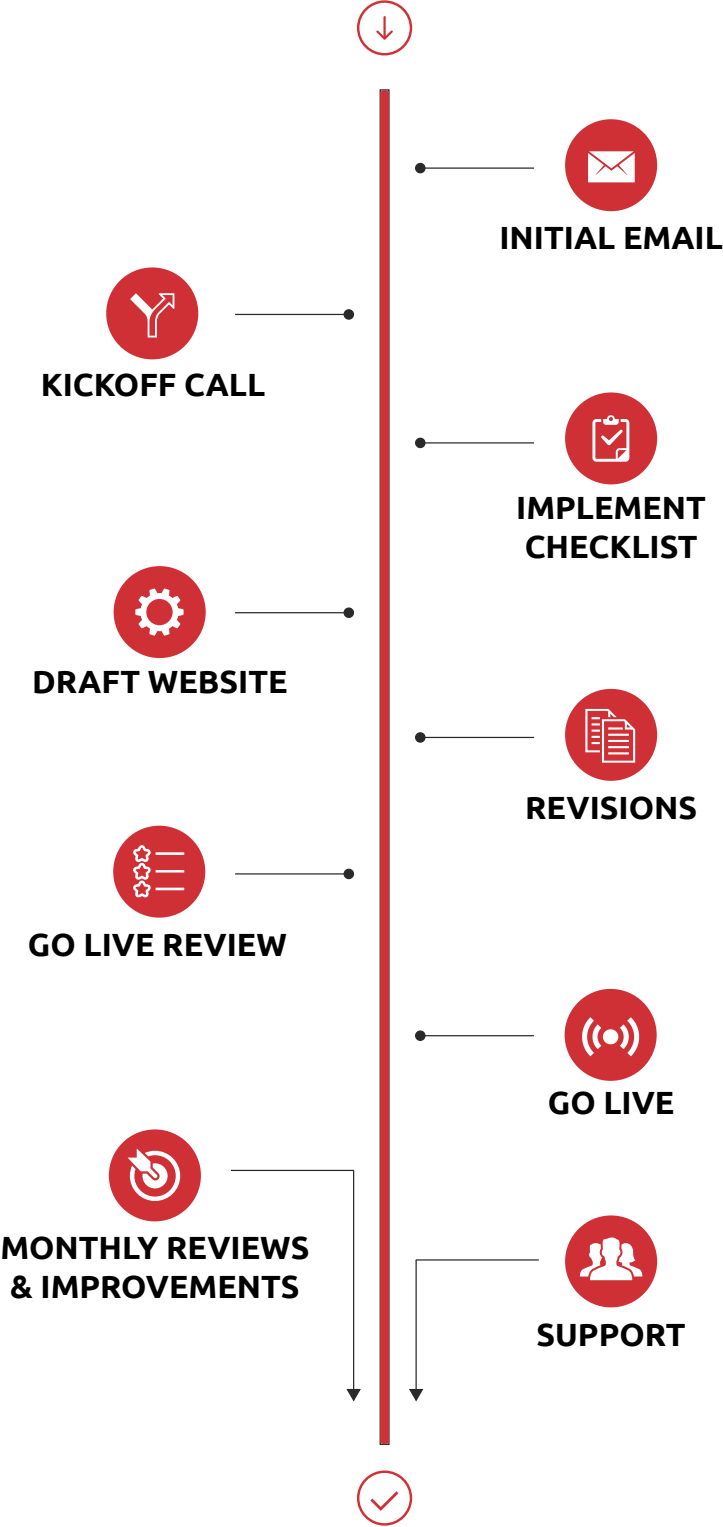
OVERVIEW

Creating a quality website takes time. We do our best to create websites as quickly as possible and often beat our expected timeline. Here's an overview of what you can expect during the building of your

Content

Day 1:	Initial Email
Week 1:	Kickoff Call
Week 1:	Implementation Checklist
Week 2-4:	Draft Website
Week 5-8:	Revisions
Week 9:	Go Live Review
Week 10:	Go Live
Week 13 Onwards:	Monthly Reviews & Improvements

Timeline



INITIAL EMAIL

As soon as you subscribe to Guild Websites service, you will receive an Initial Email, which:

- confirms your subscription to Guild Websites,
- provides the name and email of your Account Manager who is your point of contact throughout the website development process, and
- invites you to schedule a 1-hour project Kickoff Call on your calendar.

KICKOFF CALL

The call will introduce you to the team:

- Your Account Manager
- Lead Designer
- Marketing Specialist

Among other things, we will seek to understand your consulting practice: core customers, service offerings, key expectations from the website, and offline prospecting methods.

IMPLEMENTATION CHECKLIST

We will send you a link to our website development worksheet, aka Implementation Checklist. In order to create the website you envision, we ask that you submit and revise the Implementation Checklist so we can collaborate with you during the development phase. Once your worksheet is updated, our team will get to work building your website's first draft!

DRAFT WEBSITE

The first draft of your website is our initial interpretation of your inputs during the Kickoff Call and your entries on the Implementation Checklist, as well as any phone or email communications we may have had subsequently.

The first draft is often close to what you envisioned and the website will need only a few changes. Sometimes, the first draft may need to be changed more extensively to better align with your marketing strategy.

If you have any questions about a change to your website, please don't hesitate to discuss with your Account Manager.

NOTE: At this point, your draft website will be accessed at website.guild.im/yourlastname

REVISIONS

There are usually several small things you may want to change on your Draft Website. We will actively work with you on those. Your Account Manager will be your key Point-Of-Contact to liaison with the rest of the team on these changes.

We aim to make small changes by the following business day, but more extensive changes can take a week or longer. If you need high-definition images or integration to paid online products on your website, we will work with you to procure and customize them. They will be charged to you at cost.

Once the changes are completed, your Account Manager will inform you via email and schedule a call with you for Go Live Review.

NOTE: Although all the sections are fully developed in the draft website, some hyperlinks may not work because we configure the navigation on the LIVE website. Similarly, Search Engine Optimization (SEO), etc. is enabled only after the site is live.

GO LIVE REVIEW

The call participants will include:

- Your Account Manager
- Lead Designer

The Go Live Review will discuss all pending items, and prepare the team to launch your new website.

After the Go Live Review, the team will finish final tasks, such as removing all placeholder text, filling in meta tags on the homepage, writing the footer text, and making sure your website looks great and is working properly. We will also complete the setup process for search engines to begin crawling your website.

GO LIVE

When you feel that your website is ready to be shown to the world, you're ready to 'go live!' The first step is to point your domain to the new website.

It's important to remember that the even at this stage, minor changes may still be needed. We will send you a confirmation email that your site is LIVE, and request that you list any further changes. Our goal is to work with you and keep tweaking to build a website that meets your expectations.

Note: At this point, links to your website will no longer contain website.guild.im/yourlastname

MONTHLY REVIEWS & IMPROVEMENTS

Every month your Account Manager will schedule a 30-min call for a website performance review. We approach website reviews from two perspectives:

- **DATA DRIVEN:** How many visits did the website get? How much time did the average visitor spend on the website pages? How do we move the engaged visitors towards an initial consultation? We will answer these and similar questions to optimize your website for conversions.
- **QUALITATIVE:** How is your consulting practice changing? How is your marketing strategy evolving? How should these changes reflect on your website?

FAQ

What's a good domain name to choose?

This all depends on your marketing strategy. Check out this article for some direction: moz.com/blog/how-to-choose-the-right-domain-name

What's my domain registrar username and password?

Just like email and your Guild Website, your domain has a place to login requiring a username and a password.

Typically, you login to your domain at the business website where you purchased your domain. Domain registrars we often see are GoDaddy, Network Solutions, register.com, 1and1, and DomainPeople. If you have any questions about where your domain is hosted, please ask your Account Manager.

Will Guild host my website?

YES! Guild hosts your website on our servers. You will continue to host your domain name through your domain registrar.

Do I need to continue paying for my website hosting?

It depends. The answer to this is dependent on the technical setup of your domain. As each situation is different, please do not cancel your website hosting until after you've checked with your Account Manager to ensure it won't affect your Guild Website.

What is this crazy language all over my draft website? When will it be fixed?

It is Latin-esque filler text called *lorem ipsum* that is traditionally used in the publishing industry. We will remove all filler text during the final review process, right before your website goes live.

Can people see my site before it is live?

Yes! If you give people the address we send you, they too can see your website. However, your site is not visible to search engines which means no one will accidentally find your website. In order for your new website to show up on Google and other search engines, we have to take it live.

How do I make updates once my site goes live?

There are 3 options:

- Login to your website dashboard (we will provide you with administrator access) and make changes
- Email a support request to websites@guild.im (please allow 48 hours for response)
- Contact your Account Manager if the change needed is urgent

How do I know if I should blog?

There are many schools of thought on blogging, and it's up to you to decide whether it fits your marketing strategy. Blogging can be an effective way to add fresh content to your site, which can help with SEO. In addition, providing engaging, useful content that is updated regularly can encourage potential clients to view your site as a resource that should be checked regularly.

If you need support for blogging, please consider Guild Premium service: guild.im/members/premium

When does the SEO start?

Your first draft includes basic SEO (Search Engine Optimization), which is already included in the site structure and code. Additionally, we add an SEO title and meta description to your website's homepage right before we take your website live.

SEO is an ongoing, ever-changing process. We optimize your website for SEO. If you need help with link building on other websites, localization, content generation, etc., please consider Guild Premium service: guild.im/members/premium

What happens if I decide to cancel my subscription?

All the site content (text and images) belong to you. We will provide them to you or your developer in zipped files. If you stay with WordPress, this content should be easily importable. We have several added features, plugins, and other proprietary and licensed intellectual property that cannot be transferred.

Contact Us
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