



757 Web Works

WEB DESIGN & DEVELOPMENT · HAMPTON ROADS

CLIENT PACKET · PART 1 OF 4

Welcome and Getting Started

How your project runs, what you will own, and the three account steps to finish before we build: your Cloudflare account, your domain, and your invitation to us.

1 • Getting Started

Accounts, domain and our invitation

2 • Working Together

Your brief, content, reviews and changes

3 • Pricing

Your site size: package, care and fees

4 • Project Brief

The fill-in questionnaire



PART 1 • WELCOME

Welcome to 757 Web Works

Thank you for choosing us to build your website. This packet explains how your project will run, what you will own, and the few things we need from you. Everything here is summarized again in your signed proposal.

How your project runs

STEP 1	STEP 2	STEP 3 • YOU	STEP 4 • YOU	STEP 5	STEP 6	STEP 7
Call	Proposal	Accounts	Brief and content	Build and preview	Launch	Care
A free conversation about what you need.	A written scope, timeline and price. You sign and pay the deposit.	About 20 minutes, using this guide.	Your goals, logo, photos and words (Parts 2 and 4).	We build; you review a private preview twice.	Final payment, then your site goes live.	A monthly plan or help as needed.

Gold steps are yours. The build clock starts when your accounts are set up and your content is in our hands.

What you will own

Yours from day one

- **Your domain name**, registered in your name and paid by you.
- **Your Cloudflare account**, where the site lives. You are its owner.
- **Your data**: form messages and visitor counts.

Yours when the project is paid in full

- **Your website**: the design, text, photos and the code written for you.
- A plain-English **handover guide** to every account and setting.
- A permanent, free licence to the general tools we reuse across sites.

Why we work inside your accounts

We never hold your website or your domain. We work in your Cloudflare account as an invited member, so you pay providers directly at their own price with no markup from us, your site keeps running whatever happens to us, and you can remove our access at any time with two clicks.

Before you start: have these ready

- About 20 minutes at a computer (a phone works, but a computer is easier).
- A **business email address you will keep**, not one tied to an employee who might leave.
- A credit or debit card for the domain: about \$11 a year for a **.com**.
- A password manager or another safe place for passwords and backup codes.

Step 1: Create your Cloudflare account

Cloudflare is the global network that will host and protect your site. A small business site usually runs on Cloudflare's free plan.

- 1 **Sign up.** Go to **dash.cloudflare.com/sign-up**. Enter your business email and a strong password that you use nowhere else, then select **Create Account**.
- 2 **Verify your email.** Open the email from Cloudflare and select the verification link. Some steps stay locked until you do.
- 3 **Turn on two-factor sign-in.** Select your profile icon (top right) > **Profile** > **Authentication** > **Two-Factor Authentication** > **Set up**. An authenticator app (Google or Microsoft Authenticator) or a security key is best; email codes are acceptable. Cloudflare may ask you to do this the first time you sign in.
- 4 **Save your backup codes** in your password manager, or print them and keep them somewhere safe. They are how you get back in if you lose your phone.
- 5 **Skip anything else for now.** If Cloudflare offers to add a website or choose a plan, you can leave it; buying the domain in Step 2 sets that up.

Never send us your password or sign-in codes

You will invite us in Step 3 instead, which gives us our own sign-in to your account. We will never ask for your password, your codes or your card number. If anyone claiming to be us or Cloudflare asks, it is a scam: call us at (757) 270-6061.

Step 2: Buy your domain

Choosing a name

- Short, easy to spell and easy to say over the phone.
- **.com** if you can get it; it is what most people type.
- No hyphens, and no spellings people will get wrong.
- Search it first: make sure no nearby business uses the name or a trademark on it.

Already own a domain?

Keep it, and tell us where it is registered (GoDaddy, Squarespace, Wix, Network Solutions and so on). We will either move it to Cloudflare, usually the best choice, or point it there. **Do not change its settings yourself if your email uses it.** We do that together on a short call so your email never stops. A domain bought in the last 60 days cannot be moved yet.

- 1 **Add a payment method.** In Cloudflare, go to **Manage Account** > **Billing** > **Payment info** and add your card.
- 2 **Find the domain store.** In the left-hand menu, open **Domains** and choose **Buy a domain**. In some layouts it is **Domain Registration** > **Register Domains**, and the search box at the top of the dashboard finds it too.
- 3 **Search and choose.** Type the name, pick it from the results, and check the yearly price. Cloudflare sells domains at cost with no markup; one year is fine, and you can register for up to ten.
- 4 **Enter the owner's details.** Use your business's legal name, address, phone and email. They must be accurate; domain rules require it. Cloudflare keeps them out of public view by default.
- 5 **Turn on Auto-renew,** then complete the purchase. Domains are not refundable, so check the spelling first.
- 6 **Confirm the contact email.** Watch for an email asking you to verify the owner's address, and select the link. If it is not confirmed within 15 days, the domain can be suspended.

Step 3: Invite 757 Web Works as an Administrator

This gives us our own sign-in to your account, with every technical permission we need to build and look after your site, and none of the controls over your billing or who has access.

- 1 **Open Members.** In Cloudflare, go to **Manage Account** > **Members**, or type **Members** in the dashboard search.
- 2 **Select** **Invite members**.
- 3 **Enter our address:** **helloworld@757webworks.com**

- 4 **Set the permission policy.** Under **Add permission policies**, choose the scope **your entire account**. Under roles, search **Administrator** and tick **Administrator**: not *Administrator Read Only*, and not *Super Administrator*. Select **Create policy**.
- 5 **Send it.** Select **Invite members**, then text or email us that it is on its way.
- 6 **Done.** Once we accept, our row on the Members page shows **Administrator**. You stay the **Super Administrator**, the owner.

WHAT EACH ROLE CAN DO	ADMINISTRATOR (US)	SUPER ADMINISTRATOR (YOU)
Build and update your site, its address settings, email forwarding and security	Yes	Yes
See or change billing and payment methods	No	Yes
Add or remove people from the account	No	Yes
Remove other owners (Super Administrators)	No	Yes

Our promise

An Administrator can change paid plans, so here is our rule: **we never buy, upgrade or add anything that costs you money without your written OK**. We do not ask to be a Super Administrator; that role can even remove the owner, and it should stay with you.

Recommended: add a second owner you trust

Invite a business partner or office manager as a second **Super Administrator**, the same way, so someone can always reach the account if you cannot. Cloudflare recommends at least two.

When you want us out

Go to **Members**, select **...** on our row, then **Remove member**. Our access ends at once. Part 3 explains the full, friendly way to part ways.

Step 4: Business email

Setting up email on your domain is **included** in the Business and Growth packages, and an add-on for Launch. Choose one; we do the setup.

Free forwarding

Mail sent to an address like
hello@yourbusiness.com arrives in an inbox you
already use. We set it up with Cloudflare Email
Routing at no charge.

A full business mailbox

Google Workspace or Microsoft 365, about \$7
per person a month on a yearly plan, paid to
them. We add the settings that keep your mail
out of spam folders.

Your checklist

STEP	WHERE
☐ Cloudflare account created and email verified	Step 1
☐ Two-factor sign-in on, backup codes saved	Step 1
☐ Payment method added	Step 2
☐ Domain bought, Auto-renew on, owner's email confirmed	Step 2
☐ 757 Web Works invited as Administrator	Step 3
☐ A second Super Administrator added (recommended)	Step 3
☐ Project Brief started	Part 4

Good habits that keep your site safe

- **Keep your card current** in Cloudflare, so your domain renews. An expired domain takes your site and email down with it.
- **Use a password manager** and two-factor sign-in everywhere, especially your email: whoever controls your email can reset everything else.
- **Never share sign-ins**, and ask us before changing settings in Cloudflare: one small change can take a site or email offline.
- **Be wary of "domain renewal" and "SEO listing" letters and emails.** Many are scams, priced to look like an invoice. If one arrives, forward it to us before you pay anything.

Stuck? We will do it with you.

Call or text **(757) 270-6061**, or email **helloworld@757webworks.com**. We can finish all three steps together on a 20-minute screen share, at no charge.