



757 Web Works

WEB DESIGN & DEVELOPMENT · HAMPTON ROADS

CLIENT PACKET · PART 2 OF 4

Working Together

How to send us your goals, brand, photos and words; how reviews and approvals work; and how to ask for changes after your site is live.

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 2 · WORKING TOGETHER

How we work together

Good websites come from clear goals, good material and quick, specific feedback. This part explains exactly what we need from you, the easiest way to send it, and how to ask for changes once your site is live.

1. Your project in writing

Every project runs on a written **scope of work**, part of the proposal you sign. It lists the pages, the features, what is *not* included, the timeline, the price and the payment schedule. It protects you as much as us: you know exactly what you are getting and what it costs.

- 1 **You tell us** what you need, on a call and in the **Project Brief** (Part 4).
- 2 **We write the proposal** and walk you through it. Ask anything; we would rather adjust it now than later.
- 3 **You sign it and pay the deposit**, and we book your start date.
- 4 **Anything new later is a change.** We send a short change order with its price and its effect on the schedule, and do the work once you approve it. Tiny adjustments, under 15 minutes, we just do.

The best briefs answer five questions

- **Purpose:** the one thing a visitor should do (call, book, buy, register).
- **People:** who your best customers are, and what they need to know before they act.
- **Pages:** a simple list, with must-haves at launch and nice-to-haves later.
- **Proof:** what makes you trustworthy: experience, licences, reviews, photos of real work.
- **Deadline:** the launch date, and why it matters (a season, an event, a grand opening).

2. Send everything to one place

Please create **one shared folder** in Google Drive, Dropbox or OneDrive, named **"Your business – website"**, and share it with **helloworld@757webworks.com**. Use these five folders inside it:

FOLDER	WHAT GOES IN IT
1 Brand	Your logo files, brand guide, colors and fonts
2 Photos	Original photos and videos, with a short note on who or what is in each

FOLDER	WHAT GOES IN IT
3 Text	One document per page: Home, About, Services and so on
4 Documents	Menus, price lists, forms, policies, licences and certificates to show
5 Inspiration	Screenshots or links of sites, colors and layouts you like (and dislike)

Name files so we can tell what they are, such as crew-roof-install-2026.jpg rather than IMG_4471.jpg. Please send everything for a page together, in one batch, rather than piece by piece.

Email for decisions

Approvals, changes and anything we must not lose go to **helloworld@757webworks.com**, so there is a record.

Text for quick things

Quick questions and "call me" to **(757) 270-6061**. We confirm decisions back by email.

Calls by appointment

For anything that needs a conversation. We send a written recap after every call.

We reply within one business day, Monday to Friday. Please choose **one person** on your side to collect everyone's feedback and send it as one message.

3. Your brand: logo, colors and fonts

Logo

- **Best:** a vector file: SVG, AI, EPS or PDF. Ask whoever designed your logo; they almost always have one.
- **Next best:** a PNG at least 1,000 pixels wide with a transparent background.
- **Please don't** send a screenshot, a photo of a sign, or a logo copied from social media. They look blurry on modern screens.
- No logo, or an old one you have outgrown? Ask about **Brand basics** in Part 3.

Colors

- If you have a brand guide, send the color codes (for example **#0F2443**).
- If not, tell us one main color and one accent you like, or point to something in your logo, sign or truck. We build a palette from it and show you swatches first.
- We check every text and background pair for **accessibility contrast**, so everyone can read your site. Sometimes that means a slightly deeper shade of your color for text.

Fonts

- Tell us your brand fonts, if any. Some need a separate web licence; we will check.
- Otherwise we recommend fonts that are free for commercial use.

4. Photos and video

Real photos of you, your team and your work do more for trust than anything else on the page. A recent phone is good enough when the light is good.

How to take and send them

- Send the **originals**, straight from the camera or phone: at least 2,000 pixels on the long side. Upload them to the shared folder; text messages and social media shrink them.
- Shoot in daylight or bright, even light. Keep backgrounds tidy.
- For a wide banner, shoot **landscape** with space around the subject. For people, shoot a few in both directions.
- Team photos: same spot, same light and similar framing, so they match on the page.

Permission matters

- Send only photos **you own or are licensed to use**. Images found on Google are almost never free to use, and copyright claims run from \$750 to \$30,000 an image.
- Get **written consent** from anyone recognizable, and from a **parent or guardian** for anyone under 18. We never name children on a site without it.
- Need more images? We can license **stock photos** in your name, or recommend a local photographer.
- We do not use AI-generated images to show real people, real places or your real work. Illustrations are fine, labelled when it matters.

5. Your words

- Write **one document per page** in Google Docs or Word, in plain text, with headings where you want them. No need to design it.
- Write the way you talk to customers. Short paragraphs and lists read best on a phone.
- Your package includes **light editing** for clarity, consistency and search. If you would rather not write, our **copywriting** add-on turns a 20-minute interview into finished pages.
- Tell us about **required wording**: licence numbers, disclaimers, accreditation statements, insurance or regulatory notices.
- We write a plain **privacy page** that matches what your site actually does. If you collect sensitive information (health, finances, children's details), have your attorney review it.
- **Reviews and testimonials** need the customer's permission. Use their first name and town, or initials, unless they agree to more.

6. Do's and don'ts

Please do

- Name one person to collect feedback and approve work.
- Send content in one batch, by page, in the shared folder.
- Tell us about deadlines and big dates early.
- Review each preview within 5 business days.
- Test the preview on your own phone, and ask a customer to try it.
- Keep your Cloudflare sign-in, two-factor codes and card current.
- Tell us about rules in your industry: licences, disclaimers, privacy.
- Ask questions. There are no silly ones.

Please don't

- Share passwords or sign-in codes with anyone, including us.
- Send images you found online or do not have rights to.
- Change domain, address (DNS) or email settings without checking with us.
- Have someone else edit the live site's code; ask us, so nothing breaks.
- Send changes by social-media message or voicemail only; we may miss them.
- Approve a preview you have not read all the way through.
- Pay for "SEO packages", listings or plug-ins from cold callers before asking us.
- Wait until launch week to tell us about a must-have.

7. Reviews and approvals

- 1 **A private preview.** We send a link to your site in progress. It is hidden from search engines and the public.
- 2 **Notes in one place.** With the preview comes a review page: leave each note against the page and section it is about. One person sends the whole round.
- 3 **Two rounds included.** Your package includes 2 rounds of review. Each extra round has a fixed price (from \$75, by site size), and we tell you before one starts.
- 4 **Approval in writing.** When it is right, reply "**Approved for launch**". That is your sign-off, and it starts the launch.

Feedback that gets you the best result

- **Be specific:** which page, which section, what to change and why. "Make the button say *Book a visit*" beats "the button feels off".
- **Sort it:** mark each note **must fix**, **should change** or **nice to have**.
- **Send the new words** with a text change, and the new file with a photo change.
- **Mind the clock:** if a review takes longer than 5 business days, the launch date moves by the same amount. Projects with no response for 60 days are paused (Part 3).

8. Launch day

- We run our final checks: links, forms, speed, accessibility, security settings and every page on a phone.
- The final invoice is due on your written approval, before the site goes live.
- We switch your domain to the new site, test it live, and tell search engines it exists.
- You receive your **handover guide**: your accounts, settings, and how to reach us.
- The **30-day launch warranty** begins: anything we built that does not work as agreed, we fix at no charge.

9. After launch: asking for changes

Your site will need updates: new hours, a new service, a photo from last weekend's job. Here is how to get them done quickly.

How to ask

- 1 **Email helloworld@757webworks.com** with the subject "**Change request: your site – short title**", for example "*Change request: Smith Plumbing – new holiday hours*". One request per email keeps things from getting lost.
- 2 **Include three things:** the page's address (copy it from your browser), exactly what to change, with the new words or photos attached, and when you need it by.
- 3 **We confirm within one business day:** either "covered by your care plan, done by [date]" or a short quote for you to approve before we start.
- 4 **Anything bigger than a text or photo change** goes to the private preview first, so you can see it before your customers do.

KIND OF CHANGE	EXAMPLES	HOW IT IS HANDLED
Small edit	Hours, prices, a photo swap, a staff change, fixing a typo	One small change request: part of your care plan's allowance, or from \$40 without a plan (by site size); on a care plan, done within three business days or sooner

KIND OF CHANGE	EXAMPLES	HOW IT IS HANDLED
New content	A new page, a new service, a seasonal section, an event	From your care plan's allowance, or a fixed price from the change menu in Part 3
New feature	Booking, payments, a new form, a portal, a second language	A written quote and change order, then scheduled
Redesign	A new look or a new structure	A new proposal

Without a care plan

Every change has a **fixed price** from the change menu in your pricing brochure (Part 3), so you know the cost before you ask. Small change requests start at **\$40**; the price depends on your site's size. There is no hourly billing. Ask for rush, and we finish within 2 business days of your request, for 35% more.

Urgent problems

If your site is down, a form has stopped working, or something wrong could cost you (a wrong phone number or price), **call or text (757) 270-6061** and start with **"URGENT"**. We respond as fast as we can, and the same business day on the Priority plan. If we caused it, the fix is free.

Keep in touch

757 Web Works · (757) 270-6061 (call or text) · helloworld@757webworks.com · 757webworks.com
We reply within one business day, Monday to Friday.