

# The Web Design Process

*What it's like to work together*

*Designed with intention. Built to grow with you.*

**elle knight**

Web Designer & Developer

# An experience designed to feel simple

Creating your website should feel exciting, not overwhelming.

This process is designed to guide you from idea to launch in a way that feels clear, collaborative, and fully supported. You don't need to have everything figured out. That's what I'm here for.

*You focus on your vision. I handle the design, strategy, and technical side.*



## 01. Let's Connect

*It starts with a conversation*

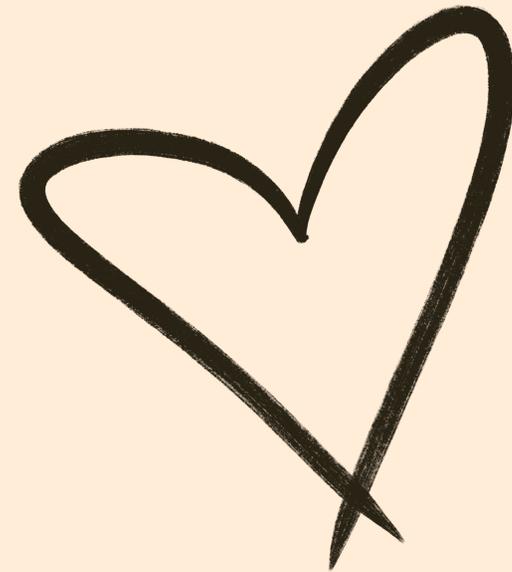
Once you submit your inquiry, I'll personally review your details and reach out.

From there, we can:

- Connect through email or phone
- Schedule a consultation call
- Or speak right away if timing allows

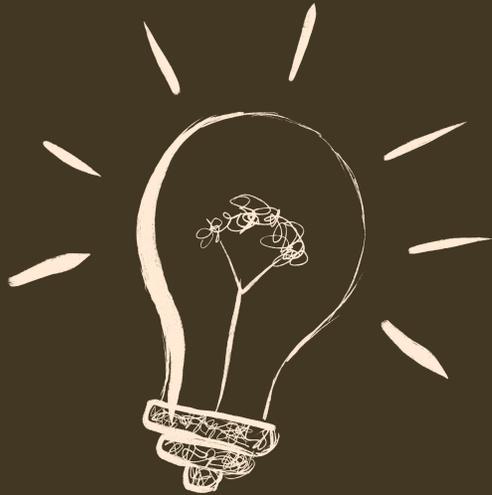
We'll talk through your business, your goals, and what you're looking to create.

After our conversation, I'll map out your project and follow up with a custom quote.



## 02. Planning Your Vision

*Bringing clarity to your ideas*



Once your project is approved, we begin shaping your vision.

You'll receive a guided questionnaire to help define:

- Your brand style and color direction
- Page structure and content
- The overall feel of your website

You'll also create a Pinterest board or visual collage so I can clearly understand your aesthetic.

If you feel stuck at any point, I'll guide you through it.

## 03. Design & Direction

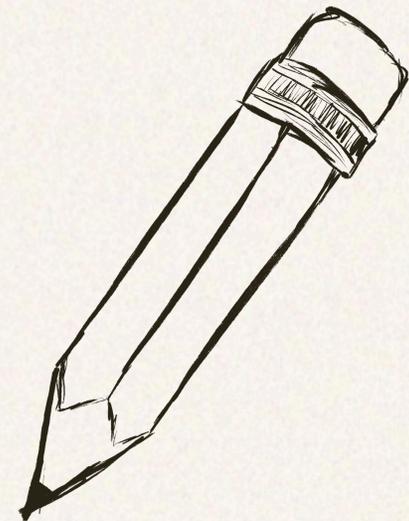
*Seeing your website come to life*

Your website is first designed in Figma before development begins.

This allows you to:

- See the full layout before it's built
- Give feedback and request changes
- Feel confident in the direction

We refine everything together until it feels aligned and ready to move forward.



## 04. Development & Build

*Turning design into reality*

Once approved, I begin building your website on WordPress.

During this phase, your site is:

- Fully responsive across all devices
- Optimized for speed and performance
- Structured with SEO in mind
- Built for a smooth user experience

Every detail is created with intention, both visually and technically.

# 05. Launch & Final Steps

Before launch, your site is carefully tested to ensure everything runs smoothly.

Once complete:

- Final payment is submitted
- Your website goes live
- You receive access and guidance if needed

If you've chosen ongoing management, your first month is included and your subscription begins the following month.

*Bringing everything together*



## 06. Ongoing Support

*To your website continues to grow*

If you prefer a hands-off experience, I offer ongoing website management.

This includes:

- Hosting and security
- Regular updates and maintenance
- Backups and performance monitoring
- SEO updates for blog content

Your website is maintained, protected, and continuously improved while you focus on your business.

*Your website should feel like an extension of your brand.*

*Not something stressful. Not something confusing.  
Something that works for you.*

*If you're ready to create a website that reflects your work and supports your growth, I'd love to work with you.*

**→ Book your consultation**

ElleKnight.com