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Web Expressions

Some of the **Frequently Asked Questions** Answered here....



WebExpresions Web Design

Web Development FAQ's

Q. How long does it take to build a site?

A. Once we have all the content (text and images), it should take 3-6 weeks for us to design and build a typical, small scale website of 8-10 pages. The most time consuming phase of any web project is collecting and writing the content.

Q. Are your prices flat rate or time and materials?

A. We offer both options. If you stick to the timetable and scope defined in our flat rate proposal, we can guarantee that the price we quote will be the price we charge. However, if you want more flexibility with regard to collecting materials, making changes to the design or even making changes to functionality, we are happy to work on a time and materials basis.

Q. How does the development process work?

A. There are nine steps in our development process

1. *Discovery* – If the project is a rebuild, we review your current content and make further recommendations for improvements. If it's a new site, we start by discussing the subjects and functionality you envisage for your site and develop an outline for you.
2. *Content* – You compile all the content for the website, including all text and images.
3. *Preliminary Design* – We create a home page concept including colors, fonts, image style and layout.
4. *Organization* – When we have received all content in its final version, we review it to determine the best way to organize the information. The structure of the site is based on this organizational scheme and must be approved by you.
5. *Design Revision* – After reviewing the initial design, you have the opportunity to request changes.
6. *Implementation* – Once we've received your approval on the design, we move on to implementation. This is where the approved design becomes concrete and where we add site-specific features.
7. *Page Content* – When we have all the content that will be included on the site and an approved design, we will enter all the data.
8. *Testing* – We run through a final set of tests to be sure that everything is functional. You have an opportunity at this time to test the site as well.
9. *Launch* – Once we have your final approval, we launch the site. This marks the end of the project.

Q. Are your sites mobile-friendly?

A. Yes. Every site we have built has been mobile-friendly. The method we use to achieve this is known as responsive design, which ensures that the site works well on a wide variety of screen sizes, from smartphones and tablets through to small and large desktop monitors.

Q. Will I be able to make changes to the site after it is completed?

A. Yes. We use WordPress to build our sites and this powerful content management system allows those with strong computer skills to make many changes to the site themselves. Other alternative is that we can do the changes for you on CMS and HTML websites.

Q. We Are A Very Small Company With A Limited Budget. Do You Offer Any Design Templates?

A. This is a question we often receive from startup companies and entrepreneurs. Yes, we do offer design templates to choose from. Using either CMS or HTML template's and been mobile responsive.

Q. How long does it take to rank on google?

A. The average time for websites to rank on google through optimization techniques is about three to six months. That's right – jumping to the front of Google's results usually takes between 90-180 days, depending on the competitiveness of your industry and popularity of your keywords. For reasons, such as (competition, domain age, content accumulation, etc.) a high ranking may take as much as a year in competitive fields.

Q. I don't know exactly what my requirements are. can you help me?

A. Yes of course we will help you and it is for free! Let us know and we'll be glad to help within 24 working hours.

Q. What if i want upgrades in the future or changes to a web project that has been developed by you or another agency?

A. It depends on the changes you require. We perform minor changes FREE of charge. However, if the time taken for these changes exceeds 1 working hour we would prepare a written proposal for it containing project plan, scope, costs, and terms and conditions.

What if I want upgrades or changes to a website that has been developed by another agency? Yes, we do work on websites developed by other vendors. However, such websites take longer to redo/modify.

Q.What technologies do you work with?

A.We prefer to work on open-source technologies which have a bright future. Specific technologies are PHP, MySQL, HTML, JavaScript etc.

It is against our policy for us to fool you that we have a custom-made content management system named SuperTurboCMS etc in order to justify the need to spend more of your money when in fact we are using freely available open source CMS. Open-source technologies are cost-effective and supported by the community of developers worldwide. Nevertheless, we can accommodate your technology preference based on your requirements. In case we feel that we cannot do the job for whatever reason we are upfront about it. Quality, Ethics and Transparency drives our business!

Q.When will my digital marketing efforts bear fruits?

A.Depending on your marketing budget and the competitiveness of your industry, your Digital Marketing campaign can take anything from immediately to 6 months.

Web Expressions is focused on sustainable and organic growth through customer engagement. Web Expressions digital marketing plans are customised to suit your budget and business strategic considerations.

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