

# Client Onboarding Process

*Your website should be your hardest-working asset, not a bottleneck. Here is exactly how we go from concept to launch.*

## Phase 1: Discovery & Alignment

- **Initial Consultation:** A brief 30-minute call or email exchange to understand your core bottleneck (e.g., revamping a slow site vs. building from scratch).
- **The Questionnaire:** You detail your target audience, design preferences, and required functional integrations.
- **Technical Audit:** (For revamps only) I run a preliminary PageSpeed and SEO audit to establish our baseline.

## Phase 2: Proposal & Contracting

- **Statement of Work (SOW):** A formal document outlining the exact scope, tech stack, and deliverables. You will also select your attribution tier (Standard or White-Label).
- **Quote & Timeline:** Confirmation of the price and the 5-to-10 day turnaround timeframe (backed by my refund/discount guarantee).
- **Agreement & Deposit:** You sign the SOW and pay a 50% upfront deposit (via UPI, Bank Transfer, or Stripe/Razorpay) to secure your spot in the development queue.

## Phase 3: Asset Collection (The Handover)

- You provide all necessary assets via a shared Google Drive (Brand guidelines, copy, high-res logos, registrar logins).
- *Note: As the developer, I am not liable for any false or copyrighted information provided for publication. Development (and the turnaround clock) strictly does not begin until ALL assets are received.*

## Phase 4: Development & Iteration

- **Initial Build:** I engineer the first iteration using a mobile-first approach, baking in performance best practices from line one.
- **First Review:** You receive a live staging link of the webpage (Day 5 for basic sites, ~Day 10 for dynamic builds).
- **Revision Cycles:** We hold feedback meetings. My standard contract includes up to two (2) rounds of minor design revisions (colors, spacing, images) to ensure you are thrilled with the output.

## Phase 5: QA, Testing & Launch

- **The Technical Audit:** I run the site through rigorous testing, including PageSpeed optimization (targeting 90-100), Accessibility testing, and SEO checklist verification.
- **Final Approval & Invoice:** You sign off on the staging site, and the final 50% invoice is paid.
- **Go-Live:** The site is pushed to production, custom domains are connected, and it is indexed on Google Search.

## Phase 6: Post-Launch & Handover

- **The Handover Package:** You receive a final report detailing your elite SEO and PageSpeed scores.
- **Warranty & Maintenance:** All launches include a 14-day post-launch warranty to fix any immediate bugs at no extra cost. We can then discuss ongoing hourly retainers for future API updates, security header adjustments, or analytics management.