



| What happens next?

A guide to the commission and development of your online project

Project commission

Following consultation and refinement of your initial project estimate, you will be issued with the following:

- A Project Costing and Specification document. This provides a fixed price for undertaking the work as specified, and this document forms the basis of the work you are commissioning. You should read this document to check that all the project specification meets your requirements, and contact us to make any amendments as necessary.
- A copy of our Standard Terms and Conditions. You should read this document carefully, as it sets out any obligations on behalf of you, as the client, and of C27 Media, as the service provider. If you have special requirements outside of (of contrary to) any of these Terms & Conditions, these need to be raised and agreed prior to project commission. For example, you may require an extended period for content compilation, or to agree a specific date payment of your balance invoice due to fixed accounting periods.

Once you are happy with the content of these two documents you should send an email or letter to accept the project outline and formally commission the project. You are then issued with an invoice for your project down payment, which is usually 50% of the project cost unless agreed otherwise. Once the project down payment is received, the project commences.

You will be issued with a number of guidance documents to help you get content compilation underway. These will help you create the right content for your website, and explain how to write copy for your target audience and optimised for search engines. If you plan to have downloadable PDFs as part of your project, we can provide a Word template correctly branded with your ID to enable you to create consistently formatted documents.

If you already have a website address registered, a holding page with contact details can be uploaded while your project is under development. If you do not have a web address, the domain name of your choice will be registered.

If you have not already specified a design (or selected a pre-designed template) the design stage will initiate the project. Smaller charitable/business sector projects and template websites are usually developed remotely, and are priced accordingly. Larger scale or custom design projects usually include in-house consultation. Partnership projects can also commission the design phase as an in-house design workshop, so input can be gathered and refined as part of a directed group session.

Ultimately, you will be presented with a design which reflects your preferences, and we work with you to refine the design. The design must then be signed off before any technical development stages. The design element of a project is often fixed early in the development process subsequent changes can incur significant extra cost. Signing off the design ensures your project stays on budget.

Once the design is signed off – the website framework is then built and housed on the C27 Media server for the duration of the development period. You will be issued with a link to the website, so you can interactively reference the pages you are providing content for.

During content compilation, clients need to ensure that they own the rights to any art work, designs, text, photos, films and music that they want to use or develop for the website. We will provide you with a 'Release Form' which you should use to get written consent from anyone who appears in your photos, or provides creative material which will be used on your site. We will also help you source royalty-free library images and graphics if you have chosen to take that route

It is vital that clients provide their content on time, in the correct format and free of errors, spelling mistakes and inconsistencies. All your content should be issued to us in a single delivery, which has been checked for errors and signed off. You can send the content in multiple deliveries, if you prefer, but the content will not be formatted and inserted until it is all received. A full content delivery ensures your content is inserted consistently and professionally.

When the content has been inserted into your website, you then go through the website with designated staff or board members to thoroughly review the website for any content or programming errors.

Once any final amendments have been undertaken, the project manager can then review the last edits before formally signing off the project. Your website project is then regarded as complete – and your website can be launched. After project completion and launch, the Content Management training can be arranged at your convenience if you are taking the in-house administration route.

We hope you find this information helpful. It provides an overview to the process of developing your project but don't worry, you will be given full support from us every step of the way.