



WELCOME ABOARD

OVERVIEW OF THE WEBSITE BUILD PROCESS

SITE-BUILD PROCESS OVERVIEW

1. Onboarding stage - **Onboarding Call**
2. Pre-content call document - **Content Call**
 - 2.a. **Design Call**
 - 2.3. Content Review x2
 - 2.c. Receive moodboard/wireframe
 - 2.e. Receive styled mockup
4. Review site

TOURISMTIGER WEBSITE CONTENT, BUILD & DESIGN PROCESSES



YOUR DEDICATED BUILD TEAM

CONTENT COORDINATOR, LEAD DESIGNER, AND PROJECT MANAGER TO BE INTRODUCED ON THE ONBOARDING CALL.

To communicate with us, **please use Basecamp**. It's a really easy platform to use, and helps everyone stay in the loop with the project. You'll receive an invitation to the platform straight after the onboarding call and be in touch with our team straight from there. **NOTE:**

YOU DON'T NEED TO DOWNLOAD AN APP - you can simply respond to the Basecamp messages which will appear in your inbox! If you need help let us know.

1. ONBOARDING STAGE

WHAT TO EXPECT: AN ONBOARDING CALL

This stage is “an official handover”.

Our sales team will introduce you to our project team. We'll go through some details of your new site, talk about your customers, and some **general important information that everyone needs to know from the beginning.**

You'll meet your content coordinator, your designer and the person who'll be overseeing the whole project.

ABOUT THE ONBOARDING CALL:

TYPICAL DURATION: 45 mins - 1 hour 30 minutes. Depending on how chatty you are, how many pages your website has etc.

NOTE: BEFORE THIS CALL YOU'LL NEED TO HAVE FILLED OUT THE COMPANY DETAILS FORM (*it will appear straight after payment page*)

WHAT TO PREPARE: No work required on your part. **Please come to the call ready to answer questions about your tours/typical customers etc.** You'll receive a Dropbox invitation (*from Matthew Newton*) before the call, please take that as an invite to start uploading your photos for the new site.

FOLLOW UPS: We'll open Basecamp (a project management software) and confirm your list of tours, request any outstanding logins as well as send a timeline and a **Pre-Content Call document**.

2. CONTENT STAGE

As you know, TourismTiger will be doing your content writing for your new site.

Before we have the content call, we require that you fill in a “**PRE-CONTENT CALL DOCUMENT**”. We’ll create the document for you using Google documents*, it will have **a section for each page of your new website**. We’ll fill it out as much as we can, and **highlight where you’ll need to fill in the document**. This provides an excellent base for us to work from for the content call. Time and time again, it proves the most efficient way to do this process, so we appreciate your cooperation.

***If you need help using Google Documents, please let us know. For this stage, we give you full editing powers so you can amend everything - erase irrelevant info etc.**

ABOUT THE CONTENT CALL

TYPICAL DURATION: 1 - 2 hours. Dependent on how thorough you've been filling out the Pre-Content Call Doc, how chatty you are and the size of your website.

WHAT TO PREPARE: You'll need to have filled out the Pre-Content Call document. It works well if you can have the document open as we have the call.

FOLLOW UPS: Often there's outstanding information, so we'll send a message straight after to request these (e.g. pricing info for 1 tour), then we will write your content.

**AS WE'RE WRITING YOUR CONTENT, PLEASE ENSURE ALL PHOTOS ARE
UPLOADED TO THE DROPBOX.**

CONTENT REVISION

- After the call, we'll write your content. Once we've finished, we'll send it to you for **your first review**. You'll have suggestion powers, so that we can review what you're changing and confirm it makes sense.
- We will then review your changes, implement any necessary feedback, and send your content back to you for **your final review**. From there, we will lock it down.
 - **THIS MEANS ANY FURTHER EDITS HAVE TO COME POST-LAUNCH...** this is super simple with our TigerCare team though, don't worry!

2a. ABOUT THE DESIGN CALL

TYPICAL DURATION: 30 mins to 45 minutes

WHAT TO BRING/HOW TO PREPARE: It helps if you think about your branding, other brands you like and **know your target market** ahead of this call. By this call, **it's imperative that you have your logo as well as all photos uploaded so design know what we're working with.**

FOLLOW UPS: Wait for moodboard and wireframe of your home page, and get ready to send feedback.

- You'll receive your moodboard and wireframe, please send feedback through.
- From there, we'll send you a styled mockup of your home page for review.

3. SITE REVIEW

- Once we've gone through **CONTENT REVIEW & LOCK DOWN**, as well as **DESIGN MATERIAL REVIEW**, we'll send the site to you to review, alongside a **FEEDBACK DOCUMENT**.
- We'll agree a time period for you to review the site, and add your feedback into the document.
 - **If you'd like a call to go through feedback, just let us know!**

4. FINAL STAGES

- Once the site is ready for launch, we'll hand you over to TigerCare who will take care of the launch.
- They'll let you know the scope of their services in more detail, but **they will be in charge of updating your website with monthly updates**, maintaining the site, and of course adding new pages/amending it as you request.