

Email 1:

Thanks so much for letting us work on your website.

Just want you to know that we consider it an honor that you've trusted us with this important part of your business.

We want you to know that communication is super important to us so we will be emailing and contacting you throughout the process. We want to make sure you know what to expect so we've prepared a Milestone calendar for you.

Here's our Website Plan and Milestones:

1. Payment is made
2. Get Client information: See attached intake form
3. Online Intake Form is filled out
4. We verify payment is made
5. Contact you to go over intake form and request page content
6. We design your site based on parameters discussed
7. We compile Graphics for the website
8. Follow-up for website content
9. Website structure is created and we start to add website content
10. Special features are added
11. Graphics are completed
12. Graphics are added to the website
13. Website reviewed with you
14. Revisions are made
15. Final Website Review

Week 1: #1-7

Week 2: #8-9

Week 3-4: #10-13

Week 4-6: #14-15

Please follow this payment link so we can get started

<payment link>

If you have any questions, feel free to reach out to me.

<Name>

Email 2:

Wanted to send you a quick update to let you know that we just received your payment. Thanks again for letting us work on your website.

Again, we know that many companies don't communicate with their clients. We want to make sure your experience with us is different so you know what we are doing every step of the way.

So we will be sending frequent updates and we hope that's ok. If not, let us know and we will just send you only the critical follow ups.

It's truly an honor to be working for you.

If there's anything else we can do for you, let us know.

<Name>

Email 3:

Hey just wanted to send you a quick email to let you know that we got your intake form.

Let's setup a time so we can make sure we are on the same page and that we make your site exactly how you want it, or better.

We can also discuss any questions you might have about your website, how to get more people to it and use it as a lead generation tool.

When's the best time for us to go over your intake form together?

<Name>

Email 4:

It was great talking to you on the phone and getting more insights about your business and websites. I'm even more excited to get started on your website than I was before.

I hope I was able to answer many of your questions about how to effectively use your website to get more leads for your business too.

If you have any further questions about your website or any other thing regarding online marketing, let me know.

<Name>

Email 5:

Just wanted to send you a quick note to let you know that I've gone over your intake form with my team and they've started on your website.

They seem as excited as I am to help you develop your site.

They also had a few ideas about creating lead magnets or how we could drive even more traffic to this site after it's finished.

If you have time to discuss that next week, I'd love to go over some of their ideas. They are additional ideas so they won't effect our progress on your site as it currently stands.

Thanks again for allowing us to work with you

on this project.

I look forward to talking to you soon.

<Name>

Email 6:

Hello,

Hope all is well.

Wanted to make sure I confirm our meeting time:

<insert day and time>

I look forward to talking to you then.

If you have any questions for me in the meantime, please don't hesitate to send them my way.

<Name>

Email 7:

Hi,

We've been compiling a set of graphics for your site. But also wanted to ask if you have any additional graphics you already have that you'd like to be on the website.

If so, please send them my way, let me know what page you want them to go on and if there's any instructions on how you want them displayed.

If you don't have any preference, no problem, just send them to us and our graphic designers will figure out how best to add them.

We have other clients that ask us about graphic design, so if you have any questions about graphics or design, please feel free to send them our way. We'd love to help. We do all sorts of graphics like flyers, business cards, stationery, and logos so if you have any questions about those or other graphics questions, let us know.

<Name>

Email 8:

Hello,

Wanted to follow up to see if we have all the written content for your website or not. The website design is far underway but it's about that time that we need to make sure your website content is complete.

BTW, If you need help writing content that will help you better get found in the search engines, let us know. We've helped countless companies create search engine optimized content.

We can also help you come up in the search engines.

Just let us know if you have any questions.

<Name>