

Working with Your Vizergy Project Manager

Best Practices for a Seamless Website Redesign

- I. Getting Started – The Discovery Call
- II. Steps After Your Discovery Call – What you get from Vizergy
- III. Best Practices for
 - i. Communications
 - ii. Feedback and Approvals Submissions
 - iii. Images and Fonts Submissions
- IV. Expectations for Client-Provided Website Designs and/or Copywriting
- V. Common Causes for Launch Delays

Getting Started

What we need from you

Join us on a **Discovery Call** where you meet your project manager (PM) and cover:

- Confirmation of your what your website purchase consists of, including but not limited to:
 - Number of pages
 - Vizergy Craft Template Design, or Custom Design
 - Widget layouts and functionality: [Standard shown here](#). Premium are an additional cost.
 - Copywriting expectations: Rewrite or Optimize with keywords/phrases only
- PM suggests site map and template choices. You provide feedback or select/finalize.
- Process review. Steps shown below.
- Discussion of an **estimated** launch date with the understanding this could change once all variables are confirmed throughout the process.
- Discussion of **materials and feedback/approvals** needed from you for Vizergy to begin. This usually includes:
 - Site map approval
 - Brand guide or colors/fonts/images*
 - Images/menus/other pdf docs
 - Hosting needs
 - Completed PMP

**See Image and Fonts Submissions section below*

Steps after the Discovery Call

What you get from Vizergy

Once **materials and feedback/approvals** above are received, your PM sets the process in motion with our design, developers, SEO and copywriting teams. They work in tandem on the following jobs to efficiently move your project along.

- Design Comp
- SEO keyword research (*details available upon request*)
- Copywriting or Optimizing
- Design Buildout (*begins only after design comp is approved*)
- Launch

Best Practices

Communications

While you communicate regularly with your project manager throughout your project, a **timely response from you for feedback and/or approval at the key stages below is especially important to**

ensure an efficient experience. Delays on feedback and/or approvals delay your launch date. Key stages are:

- Sitemap
- Vizergy Craft Design template selection
- Design Home Page Comp
- Design Buildout Link
- Buildout Revisions
- Launch

All communications with your PM should be via email. Consistency in this communication format is very important.

Feedback and Approvals

Submissions

- Keep in mind that **two rounds of revisions** are available to you for each of the milestones above. Review each in detail and provide comprehensive feedback. Each submission counts as a revision round even if it only contains one item.
- **Rally a team consensus from all stakeholders** to help the feedback/approval process move forward efficiently, and to avoid charges that may be incurred with additional rounds of revisions.
- Feedback to your project manager is best when it's in a word document format showing specific input by page as shown here:
 - Page Name: Home
Link: <https://www.vizergy.com/clientele.htm>
 - Revision 1
 - Revision 2
- Provide your **feedback and approvals in a timely manner** – best by your project manager's set deadline – to avoid delaying your launch.
- You are notified when your project is falling behind due to late feedback/approval responses. In these cases, please contact your project manager with questions or the date you plan to send items needed so we can try to keep you on schedule.

Images and Fonts

Submissions

Please submit your images as follows:

Images

- .JPG format
- .EPS format for logos (.PNG format if it's the only format available; .EPS preferred.)
- Label guestroom images by room name/type
- 2000 pixel minimum to ensure image quality for hero images and other large imagery used throughout the templates.
- Horizontal images highly preferred. Vertical images are not suitable for headers

- No images with text overlay. These do not meet ADA guidelines and do not work well on responsive websites.
- Physical file names should never include special characters, including apostrophe, ampersand, parenthesis and asterisk.

Fonts

If you do not have a brand font or font preference, our design team may select one for you or you may refer to <https://fonts.google.com/> or <https://fonts.adobe.com/> and submit your choice.

Expectations for Client-Provided Website Designs and/or Copywriting

Websites

When providing a website design developed by another creative team to be built on the Vizergy system, a different set of specifications is required.

Our website developers review and provide input based on design best practices for visual appeal and technical implementation into our VMS. **If updates are needed beyond this recommendation, hourly fees for customization apply.** Please reach out to your project manager if this is the case.

Copywriting

When submitting your own copy, please refer to the Best Practices for Website Copywriting provided by your PM. This includes information and tips to help ensure impactful copy. Our copywriters proof your work and ensure you've placed the keywords correctly to support search engine results.

If you decide later in the process you will not be providing copy, please let your project manager know as soon as possible. There is an implementation fee of \$40 per page applied to your invoice if our designers have reached the buildout process for your website.

Common Causes for Launch Delays

- Feedback and approval delays at each or any step in the process.
- Additional rounds of revisions not included in the contract.
- Structural revisions after buildout that were approved earlier in the process.
- Client approvals arriving late.
- Client revisions arriving late.
- Stakeholders coming into the project late in the process and asking for additional revisions or making changes to items that were previously approved.
- Client providing new images once the website is already in buildout.