



**CHABERTDESIGN**

Web & brand identity design

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# Getting Started Guide

Everything you need to  
know to work with us

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# Chabert Design creates results driven websites for creatives.

This is a quick guide to see if we're a good match for your project. Read on to learn more about who Chabert Design is, what we do and how we do it.



# A note from Chabert Design

You've probably seen a million web designer sites and portfolios. You may have even hired a few web designers with results ranging from awful to "meh". When we started this company in 2012, we wanted to do things differently and work with people who:

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- Can make (and act on) every business decision. No committee needed.
  - Are quick and decisive. You understand the basics of your business and your audience, and you're happy to leave the nitty gritty design and programming elements to us.
  - Feel comfortable using CMS to create and format content (we do the heavy lifting of theming, plugins and setup).
  - Value simple, clear solutions (see our portfolio on page 8 to view past work).
  - Have finished, fully edited content or have hired a professional content creator to do so before we start (we can suggest some—just ask).
  - Can commit 30-40 hrs of work to complete this project. We're not interested in selling you a website. We want to help you transform your online platform into something that reflects you and drives business your way.



# Our Process

1

## ONBOARDING

We get nosy about your business goals and focus areas to make sure we're a good fit. We then hash out our shared vision and expectations for the project. Note that we only take on about 20% of the projects that come our way - not because we're jerks, but because we need to ensure that we can give you exceptional value from your investment in the project.

**You provide:** honest answers and a clear vision for your business and how you serve your audience.

**Outcome:** we formalize the deliverables, we both sign the proposal and you complete the down payment.

2

## STRATEGY

We collaborate to flesh out the sitemap, global elements, competitive landscape, marketing strategy, mailing list and revenue goals. You also create or provide a Pinterest moodboard of the style and aesthetics that represent your brand.

**You provide:** availability to talk for 1-2 hours.

**Outcome:** a one-page PDF that outlines the sitemap, global elements and a strategic plan for how it all comes together.



# 3

## LOGO

With the strategy and mood board in hand, we design your logo. We provide initial concepts and palette options. You get up to 3 rounds of revisions, with your change requests submitted within 48 hours after you receive the mockups.

**You provide:** quick revision requests and/or approvals on each round of mockups.

**Outcome:** a finalized logo and a one-page style guide that includes fonts, colours and logo usage.

# 4

## WEBSITE

Using your new logo, strategy and sitemap, we design one concept for the homepage. We provide up to 3 rounds of revisions, with your change requests given within 48 hours. Once the concept is finalized, we design 3 more templates (product page, blog post, contact form page), which can also have up to 3 rounds of changes.

**You provide:** quick revision requests and approvals on each round of mockups.

**Outcome:** a finalized site design with 4 templates.

# 5

## PROGRAMMING

We use your templates to create a responsive, mobile-friendly.

**You provide:** We use your templates to create a responsive, mobile-friendly.

**Outcome:** a functioning beta site, ready for content to be added.



# 6

## NEWSLETTER / ECOMMERCE (OPTIONNAL)

Based on the logo, website and strategy, we create one responsive MailChimp template that can be used for automation or individual campaigns. If necessary, we can also set up Gumroad integration (for digital product sales) or add purchase buttons to the website. The newsletter template can have up to one round of revisions, with your change requests provided within 48 hours.

**You provide:** quick revision requests and/or approvals for the newsletter.

**Outcome:** a template for MailChimp and ecommerce button integration.

# 7

## CONTENT

It's time for you to add content into the beta site. Existing blog posts will be automatically imported if this is a site redesign. You will also add content to any MailChimp automation sequences (or scheduled campaigns). We will be available to answer questions about formatting and campaigns. Please remember: adding content always takes 2-3 times longer than you expect. Plan accordingly.

**You provide:** adding any/all content to the website.

**Outcome:** a ready-to-launch website.

# 8

## LAUNCH

We both test the site to ensure there are no bugs or errors. We also test any analytics and/or stats. We publish the site and you promote it based initial strategy document. We also create a short document on best practices moving forward for growth and promotion.

**You provide:** launch promotion and engagement with your audience.

**Outcome:** a live site and a one-page PDF with ongoing strategy advice.



# Frequently Asked Questions

**Q. Where can I see your previous work?**

A. We've done 10+ websites and here are a few select examples:

[clients.chabertdesign.com/kalteck/](http://clients.chabertdesign.com/kalteck/)

[www.behance.net/JonathanChabert](http://www.behance.net/JonathanChabert)

[www.wandrillelefevre.ca](http://www.wandrillelefevre.ca)

[www.aerosphere.ca](http://www.aerosphere.ca)

[www.weareuniti.com](http://www.weareuniti.com)

[www.lifoca.org](http://www.lifoca.org)

[www.fssalaberry.ca](http://www.fssalaberry.ca)

[www.lf5e.com](http://www.lf5e.com)

[www.tnminc.ca](http://www.tnminc.ca)

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**Q. What if Chabert Design misses a deadline?**

A. In 8 years, this has never happened.

**Q. What if I miss a deadline?**

A. This whole process works because we both have strict deadlines. If you can't dedicate time to the project, you aren't a good fit. That said, if it should work, but you can't keep up your end of the agreement for any reason, billing at our discounted rate of \$600/day starts after the deadline passes.

**Q. Why do I have deadlines?**

A. This ensures mutual focus, momentum and quick decisions so we can move on to the next step in the process. Plus, it's fun!

**Q. What is a round of revisions?**

A. One round of revisions means that you give us a single list of all the changes you'd like to see in the current mockup. Because this work is done on a timeline, it's important to sum up all your thoughts and changes in a single place (one call or one email), and hand those over to us.



**Q. What do I need to provide before the project starts?**

A. All tech access: domain registrar login info, hosting login info, mailing list access, Google Analytics access. You also need to have polished content, edited photography and enough time set aside to take this project to the finish line.

**Q. How do you determine who you work with?**

A. It's a science and a gut thing. We only take on projects and clients when we feel strongly that we can help, based on our past experience, available data and the project goals. But, we also listen to our instincts and don't take on any project that doesn't feel right. It's better for both of us that way.

**Q. Is e-commerce included?**

A. Yes and no. We don't take on projects that require a shopping cart or a complex shopping solution. We will, however, set up simple solutions such as Gumroad (for digital product sales) or advise you on how to sell your digital project simply and effectively.





# What you get

- A remarkable website that works for your audience and helps you meet your business goals, with setup based on current coding and SEO standards and mobile/retina friendly design.
- Strategic advice on how to use your site.
- Custom design and strategy from a team with almost 10 years experience building online businesses. No half-baked templates, no junior people, no boilerplate solutions.
- Analytics to measure the effectiveness of your sales funnels (signups, shares, purchases, and more).
- Help setting up a simple ecommerce solution (think: selling one or a handful of products or services, not a big online store or shopping cart solution).

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*«Our bounce rate dropped from 83% to less than 20% over the next six months, a direct result of the redesign of our site that Chabert Design did for us.»*

*President, FS SALABERRY*



# Like what you've read?

Think we'd work well together? If so, that's great news! Project start dates are only guaranteed when there's a signed contract and a down payment has been received.

Projects start at \$10,000 USD and we're currently booking 2-3 months in advance.

If you think we'll fit like that favourite pair of jeans, the next step is to fill in this project planner so we can learn about who you are and what you do. And let us tell you right now, we can't wait.

**FILL IN YOUR PROJECT PLANNER**

Questions? Contact us at [jonathan@chabertdesign.com](mailto:jonathan@chabertdesign.com)



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# Thank you!

Questions?

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