

## Your setup guide

Setting up a website can seem complicated, that's why our tried and tested process is here to make life easy for you.

There are four parts to setup:

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Step 1

**Account setup**

Confirm account details.  
Pay for setup.  
Sign setup agreement.

Step 2

**Design**

Confirm design brief.  
Produce design.  
Incorporate your feedback.

Step 3

**Content**

Complete your initial content.

Step 4

**Going live!**

Confirm your domain and email details.  
Transfer domains, email accounts, in preparation.  
Make your new site live.

## Step 1 – Account setup

We confirm your account details.

Thanks for adding your details to the form on our website. We're now using them to update our lists and start to create your new site.

You arrange for your setup payment.

Based on the setup option you have chosen, we have issued an invoice for you. You must pay this invoice in full before we can move to Step 2 and start work on the design for your site.

You sign and return your setup agreement.

We have also attached a setup agreement to accompany this guide. You need to print this document off, ensure that you are happy with it and then send a signed copy back to us. This represents your approval for us to get started.

Let us know your target go-live date.

For most new sites, we work as quickly as we can and get the site live in around 2-4 weeks. This is highly dependent on the amount and nature of feedback we receive from you and how long it takes you to add your content to the site. If you have a specific date in mind for going live with the site, it's really important that you let us know now so that we can keep you updated on progress – and let you know if anything you request might cause that date to change.

## Step 2 – Design

We discuss your design together.

Depending on which setup option you have chosen we'll need to confirm your instructions for the design of your website. You can either talk to us by phone on 0161 850 0561, or arrange to come and meet us at Tariff Street in Manchester.

We confirm your design brief back to you.

After our conversation, we'll send you a summary by email highlighting the main points of the discussion. This brief will be important as we will work to deliver what it says – if you change the brief after we have started work, we might need to charge for the additional time.

We create your PagePlay site design.

We build your new site based on your design brief. Then we send you a link to the preview version of your site online. If your setup has also included extra time for graphic design we might even send you a PDF preview in advance.

You play with the new design and give us feedback.

When we send your preview of the site, we'll also send your PagePlay login details. This is so that you can login immediately and start to play around with adding content to your site. You'll need to add some content in order to get a proper feel of how the design will come to life on your site. You need to have a good look at the site and then give us any feedback you have. When we send you the preview, it will not have been fully tested, so it's important that you only use the Firefox browser to view it. Once you have signed off the design, we will fully test it in other browsers such as Internet Explorer.

We incorporate your feedback.

We'll make changes based on your feedback and then send you an email to let you know when the changes have been made.

You give us your final amends.

After giving us - and then seeing - your feedback, the last thing for you to do about the design is to give us any final minor amends.

You sign-off the design for the site.

With the site design completed, we need you to agree that the design is acceptable. If you want to make any more changes to the design then we can agree a further budget to achieve this.

## Step 3 – Content

You add your initial content to the new site.

With PagePlay you can add as many pages as you like to your site and put as much text, photography, files and other content into the pages as you like. At this stage however, you are not looking to achieve an eternal state of completeness of your content! Your task at this stage is to put as little content as is possible into your site so that you can get it live. The sooner you get the site live the better, in terms of search engines and your general visibility. Remember the other great thing about PagePlay is that you can add new content whenever you like – and the best content comes when you are constantly aware of the need to add new things and have the freedom to do so.

We fully test and Quality Control your site.

We have a very thorough process for testing your site in multiple browsers to make sure all of your visitors will see your content properly. Whilst you are busy adding your content, we will be running these checks and making minor tweaks so that everything is spot on!

We start your monthly subscription.

You have a maximum of 30 days to add your initial content. Around 30 days after your site enters Step 3, we will start your monthly subscription. You will need to pay your subscription in order to have access to the site – whether you have completed the content or not.

## Step 4 – Going live!

### Giving us the order to go live.

When you are happy that you have just enough content in place to make the new site live, we move to Step 4 and it's full steam ahead to get your new site and email account online!

### Which domain name?

We'll need to confirm with you what the address of the new site is going to be. *For example ours is pageplay.com*

If you already have a domain name the easiest thing to do is to transfer it to us. We will guide you through the process to achieve this.

If you don't already have a domain name, then we will buy one for you. You are entitled to one free domain name – which we will renew each year for you – as part of your PagePlay subscription. If you need more than one domain name then there is a charge of £20 (ex VAT) per domain per year.

### Your email addresses.

With your PagePlay subscription, you get up to 20 email accounts. If you want us to setup and manage your email service you'll need to let us know what addresses you need and whether the addresses already exist. We have to work carefully to make sure that nothing is lost in the transfer process.

## Redirecting pages from your old site.

If you have an existing website then the system for naming the pages might not be the same as it will be now that you are with PagePlay. This could cause a problem for search engines which already have listings of those old pages – or for some of your visitors who might have saved links to them.

To make sure this isn't a problem, we setup redirects from all of your old pages to your new ones. If you have any strong preferences about which pages should point where, then please let us know.

## Finally, actually, really switching your new site on!

With all of the preparation done for email accounts, redirects and domain names, we can finally switch the new site into action. Depending on the exact setup we have agreed with you, this can take up to 48 hours to fully complete. If you are planning to have the site live in time for a particular date, we ask you to bear this in mind.

Once your site is live

We're always here for you.

Email **help@pageplay.com**  
or call **0161 850 0561**  
and we'll be pleased to help.