I build results-driven websites for passionate professionals.

This is a quick guide to see if we're a good match for your website project.

Read on to learn more about who I am, what I do, and how I do it.

A note from Dillon

I know you've probably seen numerous web designer portfolios so far in your search. I also assume you've likely worked with a few in the past. Like them, this isn't my first rodeo.

When I started freelancing, I wanted to do things differently and work with people who:

- Can make (and act on) every business decision. No committee work.
- You already have a branding guide in place for your business(I can provide recommendations to brand specialists if you need help with this)
- Are quick and decisive. You understand the ins and outs of your business and your audience, and you're happy to leave the design and programming elements to me.
- Value simple, clear solutions.
- Feel comfortable using WordPress and to create and format content (I do the heavy lifting of theming, plugins and setup).
- Have finished, fully edited content or have hired a professional content creator to do so before we start (I can suggest some—just ask).
- Can commit 30-40hrs of work to complete this project.

I'm not interested in selling you a website. I want to help you transform your online platform into something that reflects you and drives business your way.

My process

Onboarding

I 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 I only take on about 20% of the projects that come my way – not because I'm a jerky jerkface, but because I need to ensure that I 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: I formalize the deliverables, we both sign the proposal, and you complete the down payment.

Strategy

We collaborate to flesh out the sitemap, global elements, competitive landscape, marketing strategy and revenue goals. You also create or provide a Pinterest mood-board 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.

Website

Using your new logo, strategy and sitemap, I design one concept for the homepage. I provide a maximum of 3 rounds of revisions, where your change requests are turned around within 12 hours. Once the concept is finalized, I design 3 more templates, which can also have a maximum of 3 rounds of changes.

You provide: quick revision requests and approvals on each round of mockups.
Outcome: a finalized site design with 4 templates.

Programming

I use your templates to create a custom WordPress theme that's responsive, mobile-friendly and retina compatible. I use WordPress because it is the most flexible solution on the market right now that allows me to most efficiently communicate your goals online. Generally, the only exception I would make to WordPress would be with an ecommerce site where you are selling products. We will evaluate this based on your needs to utilize the most efficient ecommerce solution currently on the market.

You provide: write minor content updates (as required), based on the mockups.
Outcome: a functioning beta site, ready for content to be added.

Content

It's time for **YOU** to add content and style it in the beta site. Existing blog posts will be automatically imported if this is a site redesign. I will be available to answer questions about formatting. Please remember: adding content always takes 2-3 times longer than you expect. Plan accordingly.

You provide: adding any/all content to WordPress and MailChimp.
Outcome: a ready-to-launch website.

Launch

We both test the site to ensure there are no bugs or errors. We also test any analytics and/or stats. I publish the site and you promote it.

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

Where can I see your previous work?

I've done 300+ websites, and here are a few select examples of sites I've built or worked on:

Sauna.space   reclaim.me   ref.studio   foodtrucklineup.com   spacetogether.com

What if you (Dillon) miss a deadline?

In 20 years, this has never happened. If it does, I'll happily take $500 off the final price.

What if I (the client) miss a deadline?

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 my discounted rate of $500/day starts after the end date passes.

Why does it have to be done with an end date?

This ensures mutual focus, momentum and quick decisions so we can move on to the next step in the process.

What is a round of revisions?

One round of revisions means that you give me 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 email), and send those over to me.

What do I need to provide before the project starts?

I'll give you a list of what I need if we proceed. All tech access: domain registrar login info, hosting login info, Google Analytics access. You also need to have polished content and edited/stock photography, and enough time set aside to take this project to the finish line.

How do you determine who you work with?

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

Is ecommerce included?

Yes and no. I do take on ecommerce projects and will utilize Shopify or WordPress depending on the need and what we can determine is the best option for your online store. Cost for an ecommerce solution will be factored into the final quote. There are many factors that come into play with

ecommerce so I cannot ballpark the cost until we determine logistics(shipping providers and costs), # of products, will we need to migrate products from another provider, are you selling subscriptions or digital products, etc …

What you get:

- A remarkable website that works for your audience and helps you to 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 and list once they launch to grow your audience and business.
- Custom design and strategy from someone with almost 20 years experience building online businesses. No templates, no junior people, no boilerplate solutions.
- Tracking analytics to measure the effectiveness of your sales funnels (signups, shares, purchases, etc).
- 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).

Sounds good?

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 downpayment in my hands (or my bank account).

The cost starts at $8,000 USD and I'm currently booking 1-2 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 I can learn about who you are and what you do. And let me tell you right now, I can't wait.

[Get Started](#)