

YOUR CLIENT GUIDE

Your Wix Studio Website Project

What to expect, when to expect it, and how to get the most out of working together.

Prepared for you by

Tatiana Davidov

Business & Brand Strategist | Davidov Media Design

Welcome — I'm glad you're here.

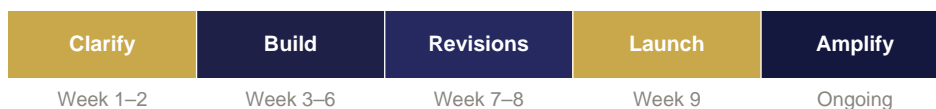
Working with a designer for the first time — or even the fifth time — can feel like stepping into someone else's process. You have a vision, I have a method, and the space between those two things is where every project either flows or stalls.

This guide exists to close that gap. It walks you through exactly what happens during our project together, what I handle, what I need from you, and how to give the kind of feedback that leads to a great result. It also covers the practical details: timelines, revision rounds, communication, and what happens after your site goes live.

Read it once before we kick off. Keep it handy during the project. And if you ever have a question that is not answered here, just ask.

Phase 1	Clarify Discovery, strategy, and brand direction	p. 3
Phase 2	Build Design, development, and revisions	p. 4
Phase 3	Amplify Launch, SEO setup, and post-launch support	p. 5
—	Policies Timelines, feedback, communication, and payments	p. 6
—	FAQs The questions most clients ask	p. 7

TYPICAL PROJECT TIMELINE



Timelines vary by project scope and how quickly content and feedback are provided. The above reflects a standard 5–8 page service business website.

Clarify

Discovery, strategy, and the decisions that shape everything that follows

This phase is where we do the thinking. Before anything gets designed, we need to understand your business, your clients, and what you want this website to accomplish. Skipping this step is how you end up with a beautiful site that does not convert.

STEP 1.1

Discovery Call

We meet — by video or phone — to talk through your business, your goals, your current digital presence, and what is and is not working. This is a conversation, not an interview. Come ready to talk about your clients, your process, and what you want people to feel when they land on your site.

YOUR ROLE

Come with your Brand Audit Worksheet completed if you have it. The more specific you can be about your goals and your clients, the sharper the strategy we can build together.

STEP 1.2

Strategy & Sitemap

Based on our discovery conversation, I build out a recommended site structure: which pages you need, how they connect, and what each page needs to accomplish. You will review and approve the sitemap before any design work begins. Changes are much easier to make at this stage than after pages are built.

YOUR ROLE

Review the sitemap carefully. If a service is missing, a page feels wrong, or the structure does not match how your clients think — say so now. This is the blueprint.

STEP 1.3

Brand Direction

If you have an existing brand (logo, colors, fonts), I build from that. If your brand needs to be established or refreshed, we do that here — reviewing aesthetic references, defining the visual language, and agreeing on a direction before design begins. You will also finalize your core messaging: headline, value statement, and service descriptions.

YOUR ROLE

Provide your logo files (vector preferred), brand colors (hex codes), and any reference sites or visual examples you have gathered. The more direction you provide here, the fewer revisions in Phase 2.

What you receive at the end of Phase 1:

Approved sitemap · Confirmed brand direction · Content brief (what copy and images are needed for each page) · Project timeline with milestones

Build

Design, development, content integration, and revisions — all in Wix Studio

This is where the site comes to life. I work in Wix Studio — a professional-grade platform that allows for full design flexibility, custom interactions, responsive layouts, and Velo (JavaScript) development for advanced functionality. What you see in the editor is what your visitors see.

STEP 2.1

Homepage Design

The homepage is always the first page designed. It sets the visual tone for the entire site — layout system, color application, typography, spacing, and interaction style. Once you approve the homepage direction, I build the remaining pages in the same system for consistency. You will receive a preview link to review on both desktop and mobile.

YOUR ROLE

Review the homepage on your actual phone — not just on a desktop browser. Note what feels right and what does not. Be specific: "the headline feels too small" is actionable. "Make it pop" is not.

STEP 2.2

Inner Pages

With the homepage approved, I build out the remaining pages: Services, About, Contact, and any additional pages in the sitemap. Each page is designed to serve its specific purpose — not just to look good, but to move a visitor toward the action you most want them to take.

YOUR ROLE

Submit all written content for inner pages before this step begins. Placeholder text ("Lorem ipsum") produces placeholder feedback. Real copy leads to real design decisions.

STEP 2.3

Functionality & Integrations

Once the pages are designed, I wire up the functionality: contact forms, booking systems, email marketing integrations, payment processing, Google Analytics, and any Velo code needed for custom features. Every form is tested. Every connection is verified.

YOUR ROLE

Provide login access to any third-party platforms we discussed in onboarding: scheduling tools, CRM, email marketing, payment processors. Have your Google account ready for Analytics and Search Console.

STEP 2.4

Revision Rounds

Your project includes two rounds of revisions. A revision round is a consolidated list of changes submitted in a single document or message — not individual notes sent across multiple days. I make all changes from that list, then send an updated preview for your review. Additional revision rounds beyond the included two are billed at the hourly rate noted in your project agreement.

**YOUR
ROLE**

Collect all feedback before submitting it. Review the site top to bottom, on both desktop and mobile, and list everything in one place. Staggered feedback across multiple messages extends the timeline and may affect how changes interact with each other.

HOW TO GIVE GREAT FEEDBACK

- ✓ "The Services section feels too text-heavy — can we break it up visually?"
- ✓ "The CTA button on mobile is hard to see — the contrast feels low."
- ✓ "Can we swap the About photo for the one I sent labeled 'headshot-v2'?"
- ✗ "It just does not feel right — can you try something different?"
- ✗ "My friend thought it looked too plain — can you make it more exciting?"

What you receive at the end of Phase 2:

Fully built and tested Wix Studio site · Desktop and mobile optimized · All forms and integrations live · Ready for launch review

Amplify

Launch, SEO setup, AI visibility, and making sure your site gets found

A great website that no one finds is a missed opportunity. Phase 3 is where we take your built site and make sure it is positioned to be discovered — by Google, by local search, and increasingly by AI-powered search tools that are becoming a primary way clients find service providers.

STEP 3.1

Pre-Launch Review

Before going live, I run a full pre-launch check: all links verified, forms tested end-to-end, mobile reviewed on multiple devices, page speed assessed, no placeholder text remaining, legal pages in place (Privacy Policy, Terms of Use), and favicon set. Nothing launches half-finished.

YOUR ROLE

Do a final walkthrough of your own. Use your Website Launch Checklist. Check the site on your phone. Read every page of copy. This is your last opportunity to catch anything before it goes public.

STEP 3.2

Domain Connection & Go Live

I connect your custom domain to your Wix Studio site and publish it live. This involves updating DNS records at your domain registrar — a process that typically takes 24–48 hours to fully propagate worldwide. During this window, some visitors may see the old site while others see the new one. This is normal and temporary.

YOUR ROLE

Make sure I have access to your domain registrar account before this step. If your domain is registered through GoDaddy, Namecheap, Google Domains, or another provider, I will need login credentials or for you to be available to make DNS changes.

STEP 3.3

SEO Foundation

Once live, I complete the SEO foundation: page titles and meta descriptions for every page, heading hierarchy review (H1, H2, H3), image alt text, sitemap submission to Google Search Console and Bing, and local SEO signals if applicable (schema markup, Google Business Profile connection). This work does not get your site to page one overnight — but it ensures search engines can find, read, and rank your site correctly.

YOUR ROLE

Verify your Google Business Profile is claimed and complete with your new site URL. If you have not done this, now is the time — it is one of the highest-impact local visibility actions you can take.

STEP 3.4

AI Search Optimization

This is where my AI Optimization (AIO) specialty comes in. AI-powered tools like ChatGPT, Google AI Overviews, and Perplexity are increasingly how potential clients discover and vet service providers. Getting your business surfaced accurately in these tools requires well-structured content, clear entity signals, and schema markup — all of which I implement as part of this phase. Your site should not just rank. It should be cited.

STEP 3.5

Handoff & Training

I record a short walkthrough video of your Wix Studio backend so you know how to update text, swap images, add blog posts, and manage your site without needing to call me for every small change. You will also receive written instructions for the tasks you are most likely to do yourself.

YOUR ROLE

Watch the training video before our handoff call. Come with specific questions: "How do I add a new testimonial?" "How do I change my business hours?" Hands-on questions get answered more effectively than general ones.

What you receive at the end of Phase 3:

Live published website · SEO foundation complete · Search Console and Analytics verified · AI visibility optimized · Training video and written instructions · 30-day post-launch support window

Policies & Expectations

The practical details that keep projects on track and relationships intact

Communication	Primary communication happens via email. I respond to messages within 1–2 business days. For urgent matters, note "URGENT" in the subject line. Project calls are scheduled in advance — I do not take unscheduled phone calls during active builds.
Feedback Turnaround	When a preview is sent for review, I ask for feedback within 5 business days. If no feedback is received within 10 business days, the project may be placed on hold and rescheduled based on availability.
Content Responsibility	You are responsible for providing all written content and images. Content delays are the most common cause of timeline extension. If you need copywriting support, ask — I can recommend trusted partners or provide this as an add-on service.
Revision Rounds	Two revision rounds are included in every project. A revision round = one consolidated list of changes. Additional rounds are billed at the agreed hourly rate. Scope changes (new pages, new features) are quoted separately.
Payment Schedule	Projects are billed in milestones: a deposit to begin, a mid-project payment after Phase 2 completion, and a final payment before the site goes live. Specific amounts are outlined in your project agreement.
Ownership & Access	Your website is yours. Once final payment is received, all Wix account access is transferred to you. You own your domain, your content, and your site. I retain the right to display the project in my portfolio.
Holding & Rush	If a project goes on hold for more than 30 days due to client delays, a restart fee may apply. Rush timelines (under 4 weeks) are available subject to availability and carry a rush rate surcharge.
Post-Launch Support	A 30-day post-launch window is included for bug fixes and minor adjustments. Ongoing maintenance, updates, and new feature development are available on a retainer or hourly basis after this window closes.

FREQUENTLY ASKED QUESTIONS

Can I make changes to the site myself after launch?

Yes — and I want you to. Wix Studio is designed to be edited by non-developers. Your training video covers the most common updates. For structural changes, new pages, or anything involving Velo code, it is best to reach out rather than experiment — some changes can affect the layout or functionality of other elements.

What if I need more pages than we planned?

Additional pages are quoted and added as a scope change. Bring this up as early as possible — it is much easier to add a page during Phase 2 than after the site is live.

How do I know my site will rank on Google?

No designer or SEO specialist can guarantee a specific ranking — anyone who does is not being honest with you. What I can guarantee is that your site will be technically sound, properly structured, and set up to be indexed correctly. Ranking is earned over time through content, authority, and consistency.

What happens if I need to pause the project?

Life happens. If you need to pause, let me know as soon as possible. Pauses under two weeks typically do not affect the timeline. Longer pauses may result in the project being rescheduled based on my availability at the time you are ready to resume.

Do you offer ongoing maintenance after the project ends?

Yes. Monthly maintenance, content updates, SEO monitoring, and feature additions are available on a retainer basis. Ask about current packages at the end of your project if this is something you need.

I have never worked with Wix before. Is it hard to manage?

It is genuinely manageable. Wix Studio has a learning curve, but for the tasks you will actually do — updating text, swapping images, adding a blog post — it is intuitive once you have done it once or twice. Your training video is designed specifically for non-technical owners.

You're in good hands.

My job is not just to build you a website. It is to make sure the website works — for your clients, for your business, and for you when you need to update it at 10pm on a Tuesday. Every decision in this process is made with that outcome in mind.

The best projects happen when both sides are clear on what to expect, honest about what is working and what is not, and committed to a result that is worth being proud of. That is what I am here for.

During the project, remember:	
Feedback	Consolidated. Specific. Within 5 business days of receiving a preview.
Content	All copy and images submitted before inner page design begins.
Questions	Email first. I respond within 1–2 business days.
Revisions	2 rounds included. Additional rounds billed at hourly rate.
Launch day	Plan to be available. DNS changes may need your involvement.
After launch	30-day bug-fix window. Updates and new work by retainer or hourly.

Questions? Ideas? Ready to dive in?

Reach out any time during your project. And when your site is live and you are ready to talk about what comes next — SEO, a newsletter, an AI visibility audit, or a full brand refresh — I'll be here.

davidovmediadesign.com

Wix Legend Partner · SEO Specialist · Accessibility Specialist · AI Optimization Specialist