
WP SUPERGEEK

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Getting Started Guide

Everything you need to
know to work together



WP SuperGeek frees you from tech jargon so you can focus on doing quality work.

This is a quick guide to see if I'm a good match for your project.

Read on to learn more about what WP SuperGeek is all about, what I do, and how I do it.

“With Tessa’s help, I was able to implement my website much sooner than anticipated and her approach has taught me many skills to be able to effectively and easily manage my site. She has been extremely encouraging and always demonstrated a genuine interest in the successful implementation of my website. It’s been an absolute pleasure to deal with Tessa and I would have no hesitation in engaging her creative services again in the future.”

SUZANNA SAAD, SUZANNA STYLE



A note from Tessa

I started WP SuperGeek because I saw many small business owners who needed a more approachable, more reliable, and more affordable web designer.

I wanted to do things differently and work with people who:

- Want a clean and professional website that showcases their business in the best possible way.
- Have a sense of humour and like to keep things fun - even when it's business!
- Are happy to write their own website content (or hire a professional content creator to do so).
- Want to feel empowered to maintain their own website (after I've set it up) with WordPress and MailChimp.
- Want to get their business out into the world, without sweating the tech stuff.
- Are fun and unique, and want to work with someone who understands them.





My Process

1 ONBOARDING

You fill out a questionnaire with questions about your business, your website goals, and your competitors. I will then come up with a proposal for the project, so we can make sure we're on the same page.

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

Outcome: We formalise the project deliverables, you and I both sign the proposal, and you complete the 50% deposit.

2 LOGO (*if applicable*)

With your answers to the questionnaire in hand, I design your logo. I provide 5 initial concepts and 3 palette options. You get a maximum of 3 rounds of revisions. If you already have a logo, this step just involves you providing me with the logo and any branding notes like colour palettes and textures.

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

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



3 WEBSITE DESIGN

Using your logo, strategy and sitemap, I design two concepts for the homepage. I provide a maximum of 3 rounds of revisions. Once the concept is finalised, I design a template for the website's inner pages.

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

Outcome: a finalised site design.

4 WEBSITE DEVELOPMENT

I use your templates to customise a responsive, mobile-friendly WordPress theme. I will also install any plugins that are relevant for the website's functionality, including (but not limited to): contact forms, SEO, galleries, Google Analytics integration, social media, newsletter signup form, security, and backups (depending on requirements, some of these plugins may need to be purchased).

You provide: minor content updates (as required), based on the mockups.

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



5 NEWSLETTER / ECOMMERCE

Based on the logo, website and strategy, I customise the design of a MailChimp list signup sequence. I then integrate this signup list into the WordPress website. If necessary, I will also set up an online store on your website, using WooCommerce.

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

Outcome: design and integration of MailChimp and WooCommerce setup.

6 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. You will also add content to MailChimp lists and campaigns, as applicable. I 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 WordPress and MailChimp.

Outcome: a ready-to-launch website.



7 TRAINING

I will give you access to my online WordPress training course “How to Manage Content in WordPress,” so you can work through the steps of learning how to manage your website into the future.

You provide: a willness to learn!

Outcome: the confidence to be able to update and maintain your WordPress website yourself.

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.

You provide: launch promotion and engagement with your audience, and you complete the remainder payment.

Outcome: an awesome, live website!

“I highly recommend Tessa, she was responsive to all of my requests, she held my hand through all the technical aspects of the website and she managed to build a complex and impressive website in such a short amount of time.”

MONIQUE COHENKA, COUNSELLOR



Frequently Asked Questions

Q. Where can I see your previous work?

A. Here are some examples of websites I've built:

lilyjackson.com.au

gretchenroethle.com

carmelblue.com

foodprintzcafe.com

dannifree.com.au

suzannahneufeld.com

kyliesaunder.com

cecelialittlepagelandscape.com

celesteloetz.com

Q. What is a round of revisions?

A. 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 email, and hand those over to me.

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

A. I'll give you a list of what we need if we proceed. All tech access: domain registrar login info, hosting

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

Q. Will you outsource any of the work?

A. I'm not focussed on growth or outsourcing. I love designing and building websites, and I want to do all the work myself. If you need a service that I don't provide (like copywriting), I would be happy to recommend some providers, but you will be hiring them directly.



Q. Is eCommerce included?

A. Sure! If you want to set up a website with an online store, I'm happy to quote a package that includes this functionality. I prefer WooCommerce as an eCommerce plugin, and your requirements might necessitate the purchase of extensions. We will discuss this based on the specific needs of your site.

Q. Why do you train me to maintain the site? Doesn't that mean that you will lose money in the long term?

A. Many web designers hold their clients hostage

by making them pay fees for future updates and maintenance. I would prefer to avoid this style of working - I want to see you taking charge of your website, and believe that my job is done when you never need me again! But never fear - you can always call on me to help should you require anything!

You want to get your work out into the world, without sweating the tech stuff. I love being your go-to tech helper, helping you maintain your website in a cost-effective way.

“I give Tessa 10 out of 10 for working fast, working smart and going the extra mile on everything that I needed.”

MELINDA SAMSON, CLICK-WINNING CONTENT



What you get

- A clean, mobile-responsive website that works for your audience and helps you to meet your business goals.
- Honest advice and recommendations on technical aspects like hosting, plugins, themes, and best practices.
- Compassion I will not make you feel stupid if you don't understand technical stuff that comes up. I have no interest in talking down to you, or making you feel stupid for not understanding technology.
- Setup of MailChimp, automated backups, tracking analytics, and security, so you can spend your time working on your business, not troubleshooting your website.
- Help setting up an online store with WooCommerce.
- Empowered to manage your own website and mailing list.
- A friendly web designer for life! You can contact me for website changes, design updates, and other tech help (additional rates apply).

“Tessa could not be more helpful and patient on the process of building up the website for my Pilates Studio. She made it happen and gave very valid suggestions along the way. I can now update the information in it by myself. I love the final result! Thank you Tessa!!”

ENEIDA SERRAVALLE, JOE & ME PILATES



Like what you've read?

If you think we're a good fit, the next step is to fill in the Project Goals Questionnaire so I can learn about who you are and what you do. I can't wait to meet you!

[FILL IN YOUR PROJECT GOALS QUESTIONNAIRE](#)

“What I love about Tessa’s work: she is super-efficient, she’s got great communication skills (no geeky jargon), and she has great follow-up. It’s so easy to work with her. I highly recommend Tessa if you need a WordPress expert.”

ERIN O'BRIEN, ACTIVATE28

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Thank
You

Questions?

Contact me at tessa@wpsupergeek.com
