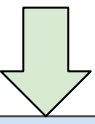


START HERE



What is your initial budget?

Less than \$2,500

More than \$2,500

Do you want to work with a developer?

No

Yes

How quickly do you need the site?

Yesterday

We have 1 - 3 months

At least 6 months or flexible

Does your site need to be extensible? An extensible site means it is relatively easy to add new features or styles over the life of the site.

NO

YES

How important is look, feel & design to your brand? Do you need complete control over layout to guide user's actions?

We can probably make our content work in a template.

We like most sites we have seen that have a "modern" look and would be happy with that. We would like the ability to tweak the layout a bit.

We need to be seen as creative and innovative. We want complete control over user experience.

Is your budget at least \$8,000?

NO

YES

You're seeking a unicorn! Aka given your parameters, no solution exists. Tweak your needs and start over!

Does your site need to DO something that no other site can do?

Nope, we just need common functionality - selling products, an events calendar, etc

YES

Is your budget at least \$25,000 and flexible?

NO

YES

You're seeking a unicorn! Aka given your parameters, no solution exists. Tweak your needs and start over!

DIY HOSTED

SELF-HOSTED CMS WITH A PRE-BUILT THEME

SELF-HOSTED CMS WITH A CUSTOM THEME

CUSTOM WEB APPLICATION