AURORA
WEB DESIGNS
MASSACHUSETTS DIGITAL MARKETING SPECIALISTS

CLIENT ONBOARDING GUIDE & WELCOME PACKAGE

Your roadmap to a stunning digital presence

2026 EDITION

Prepared exclusively for our valued clients

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Welcome to Aurora Web Designs

Welcome — and congratulations on taking this important step toward a stronger digital presence. We've built this onboarding guide to make your experience seamless, transparent, and exciting. From this moment on, you have a dedicated team in your corner.

At Aurora Web Designs, we don't just build websites — we build digital growth engines. Whether you've hired us for a custom website, Google Ads management, Facebook Ads, or a full digital strategy, the process below ensures you're informed, involved, and confident every step of the way.

— OUR COMMITMENT —

What You Can Always Expect From Us

✦

Customization

A website or campaign tailored precisely to your brand vision, goals, and audience — never a template copy-paste.

■

Performance

AI-powered SEO, conversion-optimized design, and data-driven paid media strategies built to grow your business.

■

Transparency

Clear communication, no hidden fees, and honest reporting every step of the way. You'll always know where things stand.

■

Ongoing Support

We're your long-term digital partner. Our team is here for updates, questions, and strategy reviews well beyond launch.

◆

Speed

Our streamlined 12-day onboarding process gets you live fast without sacrificing quality or attention to detail.

★

Results

We measure success by your success — leads generated, calls received, and revenue driven by your digital presence.

A PERSONAL NOTE FROM BRYAN

I founded Aurora Web Designs with one goal: to give small and medium-sized businesses the same high-caliber digital presence that enterprise brands enjoy. Every client gets my personal attention, honest communication, and results-focused strategy. I'm genuinely excited to work with you.
— Bryan Favuzza, Founder & Lead Strategist

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The Onboarding Process: Step by Step

Your project follows a proven 7-step process designed to get you live in approximately 12 business days. Each step has a clear purpose, timeline, and outcome — so you always know what's happening and what's next.

1 Complete Your 'Get Started' Form

Due: as soon as possible — this kicks everything off!

YOU PROVIDE

- Domain provider login & Instagram login
- Brand assets: logo, colors, fonts
- Services list & primary services to highlight
- Business details: phone, email, address
- Preferred contact form fields
- One photo per service

WE HANDLE

- Review your submission
- Assign your dedicated project lead
- Confirm project kickoff date

OUTCOME: A solid, complete foundation so we can begin building your custom site without delays.

2 Temporary Domain Setup & Software Installation

Timeline: within 2 business days of form submission

WE HANDLE

- Provision a secure temporary domain
- Install and configure required software
- Set up your site's technical infrastructure
- Enable a staging environment for safe development

OUTCOME: A fully functional development environment ready to receive your content and design.

3 Content Import & AI-Powered SEO Optimization

Timeline: 3–5 business days after Step 2

WE HANDLE

- Back up and import content from your existing site
- Apply AI-driven keyword research & on-page SEO
- Integrate your Instagram for an auto-updating feed
- Configure metadata, page titles & schema markup
- Set up Google Analytics & Search Console

OUTCOME: Your content is live on the staging site, SEO-optimized, and connected to your social media.

4 Strategy Session via Zoom

Timeline: scheduled within 1 week of content import (30 min)

YOU PROVIDE

- Schedule your Zoom call
- Browse template options
- Prepare questions & design preferences

WE HANDLE

- Walk you through the staging site in real time
- Capture all requested edits and adjustments
- Confirm your preferred design template & color direction
- Set expectations for the final build phase

OUTCOME: A clear, agreed-upon plan to finalize your website before launch.

5 Edits, Feature Integration & Refinement

Timeline: 2–3 business days after Strategy Session

YOU PROVIDE

- Review staging site and share final feedback

WE HANDLE

- Apply all requested design & content edits
- Integrate Google Maps with your business location
- Set up Google Reviews widget with a review button
- Install a QR code for easy mobile sharing
- Finalize mobile responsiveness across devices

OUTCOME: A polished, client-approved website ready for final testing and launch.

6 Domain Transfer & Final Quality Testing

Timeline: 1–2 business days after your approval

YOU PROVIDE

- Confirm approval of the staging site in writing

WE HANDLE

- Transfer the site to your live domain
- Test all features: forms, Instagram feed, Google integrations
- Verify QR code, mobile layout & page load speeds
- Run final cross-browser compatibility testing
- Submit your sitemap to Google for indexing

OUTCOME: Your fully functional website goes live — accessible to the world.

7 Final Payment, Launch & Ongoing Partnership

Timeline: upon successful launch and testing

YOU PROVIDE

- Final payment due upon launch confirmation

WE HANDLE

- Confirm all features are live and functioning
- Deliver login credentials & access documentation
- Set up your change request portal
- Provide a 30-day post-launch check-in call
- Enroll you in monthly reporting (if applicable)

OUTCOME: You're live, supported, and set up for long-term digital growth.

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What We Need From You — Complete Checklist

Gathering the items below before your project starts ensures we can work at full speed without delays. Please have these ready when you complete the Get Started form.

- ✓ Your domain provider login (GoDaddy, Namecheap, Google Domains, etc.)
- ✓ Your Instagram username and password (for live feed integration)
- ✓ Logo files in PNG or SVG format (high resolution, transparent background preferred)
- ✓ Brand colors in HEX codes, if known (e.g., #1B3A5C)
- ✓ Preferred fonts, if known (or a description of your style preference)
- ✓ Complete list of all services or products you offer
- ✓ The 3–5 services you most want to be known for
- ✓ Business phone number, email address, and physical address
- ✓ One high-quality photo per service (we'll edit and optimize them)
- ✓ Any existing marketing materials, brochures, or brand guidelines
- ✓ Preferred fields for your Contact Us form
- ✓ Any competitor websites you like the look or feel of
- ✓ Google Business Profile login (if you have one)
- ✓ Facebook Business Page link (if applicable)

PRO TIP: START GATHERING NOW

The single biggest cause of project delays is waiting on client materials. The faster you can submit your Get Started form with complete information, the sooner you'll be live. If you're missing something, reach out — we can often work around it.

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Timeline & Deliverables

Here's your complete project timeline from kick-off to launch. Actual dates will be confirmed based on your Get Started form submission.

Days	Milestone	Outcome
1–2	Submit 'Get Started' form with all required materials	Project officially kicks off

3–4	Temporary domain setup & software installation	Development environment ready
5–8	Content import, AI SEO optimization & social integrations	Staged site with content live
8–9	Strategy Session via Zoom — review & revision planning	Edit list confirmed
10–11	Edits, feature integration, Google & QR integrations	Client approval obtained
11–12	Domain transfer, final testing & quality assurance	Site goes live!
12+	Final payment, portal access & 30-day check-in scheduled	Ongoing partnership begins

Included Deliverables

- ✓ Custom website with your chosen design template
- ✓ AI-optimized on-page SEO setup
- ✓ Live Instagram feed integration
- ✓ Google Maps embed with your location
- ✓ Google Reviews widget + review button
- ✓ Contact / lead capture form
- ✓ QR code for easy mobile sharing
- ✓ Mobile-responsive design across all devices

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Communication Guidelines

Clear communication is the foundation of every great project. Here's how we stay in sync:

Channel	Use For	Response Time
Email Bryan@aurorawebdesigns.com	Primary project communication, approvals, deliverables	Within 24 hours, Mon–Fri 9AM–5PM ET
Zoom Calls aurorawebdesigns.com/schedule-consultation	Strategy sessions, walkthroughs, questions requiring discussion	Scheduled in advance

Change Request Form aurorawebdesigns.com/change-request	Ongoing edits, updates, and feature requests after launch	Acknowledged within 1 business day
Phone (508) 868-2772	Urgent matters or quick questions	During business hours

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Key Resources & Important Links

Bookmark these links — you'll use them throughout your project and beyond.

Get Started Form — aurorawebdesigns.com/get-started
Submit your project details, assets, and preferences to officially kick off your project.

Template Gallery — aurorawebdesigns.com/website-layouts
Browse all available design templates and pick the look that best represents your brand.

Schedule a Zoom Call — aurorawebdesigns.com/schedule-consultation
Book your strategy session or any follow-up calls directly on our calendar.

Change Request Form — aurorawebdesigns.com/change-request
Request updates, edits, or new features to your site at any time after launch.

Services Overview — aurorawebdesigns.com/services
Explore our full range of services: web design, Google Ads, Facebook Ads, SEO, and more.

Support Hub & FAQs — aurorawebdesigns.com/support
Answers to common questions, how-to guides, and troubleshooting resources.

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Frequently Asked Questions

Q. How long does it take to go live?

Most projects go live within 10–12 business days of receiving your completed Get Started form. The biggest variable is how quickly we receive your content and approvals. The faster you respond, the faster you're live.

Q. Do I own my website?

Under our Website as a Service (WaaS) model, Aurora Web Designs retains ownership of the site's code, design, and infrastructure. You are licensing a fully managed, hosted website. This model allows us to provide ongoing maintenance, security updates, and support at a significantly lower cost than a traditional one-time build. Your Service Agreement outlines all details.

Q. Can I make changes to my site after launch?

Absolutely. You can submit change requests anytime at aurorawebdesigns.com/change-request. Reasonable updates within your plan scope are handled within 1–3 business days. Larger feature additions may be quoted separately.

Q. What if I'm not happy with the design?

We don't launch until you're fully satisfied. Our Strategy Session (Step 4) is specifically designed to capture your feedback before we finalize anything. We iterate until the design is exactly right.

Q. Do you manage Google Ads and Facebook Ads too?

Yes! Paid media management is one of our core services. If you're interested in Google Ads or Meta (Facebook/Instagram) advertising, ask Bryan about adding a Paid Media package. Ad spend budgets are paid directly to the platforms and are separate from our management fees.

Q. What do I need to provide for Google or Facebook Ads?

For paid media, we'll need access to your Google Ads account (or create one), your Meta Business Manager account, your business goals, target geography, and an approved monthly ad budget. We handle all strategy, setup, copy, and optimization from there.

Q. Will my website show up on Google?

We implement AI-powered on-page SEO optimization during the build, including keyword research, meta tags, schema markup, and Google Search Console submission. However, organic ranking takes time and depends on competition in your market. We set you up for success — sustained results grow over months.

Q. What happens if I want to cancel?

Either party may cancel with 30 days written notice as outlined in your Service Agreement. Please review your agreement for full details on termination, access, and billing.

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Your Next Steps — Action Checklist

You're ready to get started. Use this checklist to ensure a smooth, fast onboarding. Complete these items as quickly as possible to hit your 12-day launch target.

- ✓ Sign and return your Service Agreement (if not already completed)
- ✓ Submit your deposit payment to initiate the project
- ✓ Complete the Get Started Form at aurorawebdesigns.com/get-started
- ✓ Gather all brand assets: logos, colors, fonts, and photos
- ✓ Prepare your services list and primary business details
- ✓ Browse the template gallery and note 2–3 designs you like
- ✓ Schedule your Zoom Strategy Session at aurorawebdesigns.com/schedule-consultation
- ✓ Ensure your Google Ads and/or Meta accounts are accessible (if applicable)
- ✓ Whitelist Bryan@aurorawebdesigns.com in your email to ensure you receive all updates
- ✓ Bookmark aurorawebdesigns.com/change-request for future edit requests

OUR PROMISE TO YOU

We will keep you informed at every stage, respond within one business day, and never launch your site until you give us the green light. Your success is our reputation — and we take both seriously.

READY TO GET STARTED?

Reach out directly to Bryan:

Bryan@aurorawebdesigns.com • (508) 868-2772 • aurorawebdesigns.com

Bryan Favuzza · Founder & Lead Strategist · Aurora Web Designs · Shrewsbury, MA

Thank you for choosing Aurora Web Designs.

We're honored by your trust and excited to build something extraordinary together.

Warm regards,

Bryan Favuzza
Founder & Lead Strategist, Aurora Web Designs

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