**2023 ESP Custom Websites – Updated June 1, 2023**

**Procedures & Expectations**

**IMPORTANT:**

**All Custom Websites retain the functionality of a standard ESP Website.**

**The checkout process cannot be altered.**

**1. Request Form**Sales: completes and submits request form to begin Custom Website process for Distributors,   
including all Corporate customers. <https://custom.espwebsite.com/>

*Password = custom*

**2. Jira Request**

Coordination: receives request form and initiates Jira request, which is assigned to Design.

**3. Customer Discovery Call**

Sales: initiates discovery call to include customer, Design and Coordination to review request,   
discuss direction and communicate expectations.

**4. Quote**

Design: creates formal time estimate, based on discovery call, and submits to Coordination.

Coordination: submits time estimate to Sales and Dan Brown to apply cost estimate.

Dan Brown/Sales: submits cost estimate to Coordination.

Coordination: creates signable PDF contract and submits to Sales.

Sales: submits signable PDF contract to customer for approval.

Sales must include important next steps in email to customer along with the contract. See below.\*

Sales: *50% of approved cost is billed by Sales; cc: Coordinator on email request to Admin.*

**5. Content gathering**

Coordination: collects assets from customer based on discovery call and contract approval.

**6. Mockup**

Design: creates website home page mockup for customer approval.

**7. Deploy**

Design: codes approved mockup into a live-demo website and sent for customer review.

Sales: *Balance of approved cost is billed by Sales; cc: Coordinator on email request to Admin.*

**8. QA site**

Customer, Coordination, Design: conducts internal, and external, reviews to finalize website.   
Customer receives 2 sets of revisions before additional costs are incurred.

**9. Sign-off**

Coordination: customer formally approves website, via email.

**10. Site Launch**

Coordination: swaps custom live-demo domain with existing domain(s) and sends final email to customer informing them the website is live and active; cc: Sales.

At any point of the process if the customer is nonresponsive after the 3 allotted days, the Coordinator will reach out to the Sales Rep. The Sales Rep will have 2 business days to get customer engaged with the Coordinator. If there is no response from the customer, the Coordinator will move to the next step in the process.

**\*Important Next Steps for your ESP Custom Website**

*Upon signing the quote agreement, please ensure that all needed materials are submitted to   
your Coordinator.*

Work on your ESP Website mock-up will begin immediately after material is received will be   
completed within \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_business days.

Upon receipt of your first mock-up, you will have 3 business days to review. **If you do not respond within 3 business days, you are accepting the mock-up as it has been delivered to you**.

If you provide revisions within the 3 business days a second mock-up will be provided.

Upon receipt of your second mock-up, you will have 3 business days to review. **If you do not respond within 3 business days, you are accepting the mock-up as it has been delivered to you.**

Next, the website goes into deployment status. At this point the mockup is coded into a demo   
website and sent to you for review. You will have 2 opportunities for revisions. Each revision must   
be communicated back to the Coordinator within 3 business days of your receipt of the demo website.   
**If you do not respond within 3 business days, you are accepting the site as it has been delivered   
to you.**

When all revisions are completed your approval of the final demo website is required to trigger the changes to make your site live. **If you do not respond within 3 business days you are accepting the live site as delivered to you and it will launch, as is. The remaining balance will be billed at this time.**