**2023 ESP Custom Websites – Updated November 15, 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. Set up call using Outlook calendars and be sure   
MS Teams link is included.

**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.**