



Douglas DDA

Website Development Overview

Personal Consultant:

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Dear Douglas DDA friends,

Thanks so much for considering Featherlight to help create an outstanding new site for your organization! The team and I are excited to potentially work on your site and help create the website you're looking for to build and promote the downtown area.

We created Featherlight out of nearly 20 years of building custom websites for businesses and organizations. The rising cost of website firms, plus the complexity and timelines to get them done, made high-quality custom sites inaccessible to many folks who wanted to work with us.

For the Douglas DDA, a strong independent web presence — built on a compelling new brand (ideally developed by our sister company, Well Design!) — will help Douglas stand out regionally, strengthen its business base, attract visitors, and enrich the experience for residents.

Additionally, we know that systems like Club Express have outdated editing suites, which makes managing the site more difficult than it can be. Our program combines a modern, brand-focused design and editing engine with the hand-on personal service of a creative team ready to execute your requests — for a single (some say unbelievably) low price. We'd love to show you how we do it.

Thanks again, and we look forward to being a part of your success!

All my best,



Tyler Doornbos
Founder, Featherlight Websites

So What Is Featherlight, and How Is It Different?



An Agency-Quality Site for a DIY Price

Featherlight is a built to follow the 80/20 rule: you get 80% of an agency site process (and all of the good results) for less than 20% of the cost.

Featherlight is a simple premise: pay a small setup fee up front, then we build, launch, host, secure, manage, and update your site while you focus on your core business.

Every Featherlight site has the beauty, quality, credibility and stability of an agency site that would cost thousands of dollars more.

Step 1

After your one-on-one consultation, [sign up for your website](#)

Step 2

We build your site in as little as 7 days

Step 3

Go live and have access to active management, site support, premium tools to grow your business

Why Featherlight is right for you —

It's time to invest in your brand presence, and the core of that is a great website. We can provide an awesome site, the same as we've provided to hundreds of other businesses and organizations – based on our extensive agency experience working for municipalities. You'll get credibility, end-to-end management, and a site that really shines for your businesses, visitors, and residents.

Your Objectives —

1. Build a site that has a high-end branded look and feel, and integrates your new brand
 2. Have access to wraparound services, on-demand updates, and technical support for your website from a team with 96% 5-star reviews on TrustPilot
 3. Have a site that features the key info that makes downtowns go – business directory, events, and great content that drives traffic
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Please review the following pages, and when ready sign up, click the link below! Only your setup fee will be charged today.

<https://getfeatherlight.com/pricing/>



You are here! → Step 1 — No Obligation Website Overview

Your Personal Consultant creates a free, no-obligation Website Overview and sends it to you. The overview will help you understand our view of the ideal state of your website -- content, design, architecture and functionality.

Step 2 — Activate Your Subscription

Once you've decided to move forward, you can use the link in this document to sign up for your site. At this point the setup fee is due, you pay by credit card through our automated portal. Your card is saved securely, and future monthly payments will be automatically charged to it.

Step 3 — Complete Website Planner ([See demo planner >](#))

After you sign up, you'll receive an email with a link to our Site Planner. This is our discovery form, which gives us all of the information and assets to build the Launch Ready version of your website. If you have any questions as you complete the Planner, please contact your Personal Consultant. After completing the Planner, you'll set a date for your website review meeting.

Step 4 — Launch-Ready Website Build

Your project is then assigned one of our award-winning Website Designers, who works with your Personal Consultant to create a LAUNCH READY version of your site.

Step 5 — Launch-Ready Website Review

During your review, our team will show you your launch-ready website and review everything we've built. If you have any changes before you go live, our team will make them after the meeting, and send you an updated link to review. PLEASE NOTE: After your review, your website subscription will go live and post the first charge within three business days.

Step 7 — WEBSITE LAUNCH

All that's left to do is make your site live on the web! We launch your site on our high-performance hosting and ensure that any email addresses and domains are running smoothly.



Content Overview and Site Planner

Upon signup, you'll receive an email with a link to our Site Planner.

This discovery form will help you deliver business information, content, branding, and any other elements you'd like included on the site.

For new content, don't worry if you don't have fully-formed content for your site! Even bullet points or current site content will help us create professional content for you. No need to put hours and hours into creating the perfect content yourself. Plus, you can modify your content at any time, so you're never stuck with anything on the site. We can also use comparables to work from.

Once you submit your Site Planner, you'll set up a review meeting with your site team, and we'll walk through the submission, ask questions and request assets, and ensure we have a great plan for your moving forward. (Note: if you'd signed up for Advanced, you'll be asked to create a one-on-one review of your form at this point, which allows you extra time with our design team to outline your vision.)

Site Design and Reveal

Our streamlined process takes all of your inputs and gives them to our professional design team, who creates a *launch-ready* site in record time. We then schedule a review call with you, walk you through the launch process, and get any additional information we need to get you live on the web.

If you see things you'd like to change on the review call, we're happy to edit until you are ready to make your site live to the word. (Please note: after the delivery of the launch-ready site version, your subscription payments start.)

Package Recommendation

Because you need a site that is custom-designed, and integrated as best as possible with your Club Express system — PLUS is completely managed with *on-demand updates*, **we recommend the ADVANCED package** (info on all packages in the following pages).

This would allow us to create a custom design for the Douglas DDA that helps your brand sing; and you've have unlimited on-demand update requests, so that our team could take the site updates and changes off of your hands, leaving you more time for everything else you have to manage..

Ideal Website Features

- Get people excited about Douglas as part (or perhaps the core) of a West Michigan coastal experience
- Feature news, events, business listings, and much more to inform and entice
- Build a site that feels like you – work from a new agency-created brand
- Look to comparables – the best DDAs and similar municipal and tourism groups



What Does My Package Not Include?

Featherlight is a built to follow the 80/20 rule: you get 80% of an agency site process for 20% of the cost. (Maybe even less than 20% of the cost!) However, this does come with some compromises.

Because we greatly streamline the processes, we don't provide the level of high-touch hand holding that agencies do during your build. We cut the fat from the agency process wherever we can. We also try to automate as much of the process as possible, meaning our people costs are also kept to a minimum. You'll still get professional design, a real person who manages your site process, and a team of real people who take care of you after your site goes live.

Where we don't compromise is on the quality of the site. We build all of our sites in Wordpress, which means you have portability if you decide to move on from our service after a time. Your site can be packaged up and hosted with any commercial hosting service. We build to the highest standards, and ensure that any of our sites meet the quality levels of a more expensive agency.

What's Next?

Use the link on the next page to sign up for your desired package, and we can get going! You'll pay just the setup fee when you sign up, and won't be charged again until we deliver your launch-ready website (as little as 7 business days [Basic plan]).



A Few Examples of Our Websites for great people and organizations —

The following sites are ones that we've created that show the quality of our work.

Many more examples of our work at <https://getfeatherlight.com/examples/>

<p>Alamar Medspa https://alamarmedspa.com/</p>	<p>A beautiful site for one of Douglas's businesses. Informational, and highly brand, letting customers know the level of care they will get just by the look and feel.</p>
<p>Alisa Cohn https://www.alisacohn.com/</p>	<p>Alisa is a nationally-known speaker, tech trendsetter, writer, and coach. She works with large high-tech companies and growth startups around the country.</p>
<p>Big Bluestem Farm https://bigbluestemfarmmi.com/</p>	<p>A beautiful site for a growing nursery in Newaygo county, MI. Includes deep plant information, and custom functions designed to help the company manage growing inventory.</p>
<p>Torch Lake Protection Alliance https://tlpa.co/</p>	<p>The site of people who love and want to protect the singular Torch Lake for future generations.</p>
<p>Live Fire Republic https://gregsatell.com/</p>	<p>Greg is a enterprise consultant and speaker focused on making evidence-based change for the better in their operations.</p>
<p>Micah 6:8 Foundation https://micah-68.org/</p>	<p>Translating an agency brand from Well Design into a beautiful website for this faith-based internal foundation.</p>
<p>ROI Design https://roidesign.com/</p>	<p>A minimal website for a high-end interior design firm based in Grand Rapids, MI.</p>



Our plans are simple and offer different levels of service depending on your needs. Move up or down our plans at any time, and never get stuck with a contract you don't want. [TO SEE ALL FEATURES AND BENEFITS, VISIT OUR WEBSITE.](#)

	Basic	Professional	Advanced (RECOMMENDED)
Setup fee	\$199	\$399	Starting at \$999
Subscription (when purchased yearly)	\$29/month	\$59/month	\$99/month
Ready In	7 days	10 days	20 days
Design and Customization	Basic Template with simple customization	Premium Template with in-depth customization	Premium Template with in-depth customization
Max No. of Pages	5	15	40
Support	Email + Chat	Email + Chat	Phone + Email + Chat
On-Demand Changes	Self-Managed	✓	✓
AI + Human-Created Content	✓	✓	✓
Hosting, Email, Security, Maintenance + More	✓	✓	✓
Blog - Unlimited posting	✓	✓	✓
Tools and Integrations FREE email list integration, ecommerce, bookings, events calendar, and select CRMs	X	✓	✓
	Get Starter	Get Professional	Get Advanced



We are proud of the work we do, but making our clients happy and helping them thrive is what it's all about for us. Hear from a few of our amazing clients!


[See reviews on Trustpilot](#)

 **Phil Gerbyshak**
Jan 30, 2025



When I needed my website completely redone, I went with Featherlight, and I'm delighted I did. Their service and creativity are second to none. I also signed up for a maintenance package so they wou...

[See more](#)

 **C. L. Charles**
Jan 7, 2025



When a credible friend recommended Featherlight, I took her words to heart. From my first encounter to everyday exchanges I am more than satisfied. I love being treated like a person, not just a name ... [See more](#)

 **David Pride**
Dec 19, 2024



I've been a customer with Featherlight for over 3-years and have found them responsive and timely. I also like that I'm talking with actual humans. Sure, there are AI options out there now-a-days bu...

[See more](#)

 **Mr. Johnnie Veal**
Dec 16, 2024



I love the support that has been given in creating my website as well as offering key points to help me understand how to manage it. Moreso, they offer a special touch with their support team when ...

[See more](#)



Featherlight Websites
Reviews 20 •  4.6 ⓘ

“Excellent” Rating
on TrustPilot



When does my subscription payment start?

When you sign up, you only pay the setup fee. After you submit your website planner form, you set a review meeting date for your Launch-Ready Website. You'll meet with one of our staff, who will walk you through the site, how to access support, make changes, and answer any questions you may have. If you have changes, our team can make them for you in short order, and launch your site. You are not required to launch, and can continue to make changes or requests, however, 3 business days after this meeting, your first subscription payment will be charged.

Do I “pay off” my site at some point?

Nope! It's yours the moment it goes live. Your monthly subscription fee covers your hosting, email, updates, management, security, and more. You can take your site any time and host yourself if you choose to. (Professional and Advanced tiers only.)

Can I add more pages after my site is live?

Yes! As long as you are under your total page limit (based on your website plan level), you may add as many pages as you like.

What if I want to add new features to my site after it's live?

You may add our standard add-on features to your site, based on your website plan. If you wish to add features that are outside of your website plan, you may jump up to the next plan level at any time.

Do I have direct access to the site to make changes? Can the Featherlight team make changes for me?

We encourage active site owners to take on some management if they want to. If you are too busy, or simply decide you'd rather not, our team is here to make the changes for you. You only need to send us an email with your change request or addition, and we knock out most within 36 hours. More complex requests may take longer.

What happens if, in the future, I want to move on from Featherlight?

Our service is 100% contract-free, so you may move on at any time. We never want our sites or service to keep someone from making a move that would impact your success — even if that means moving away from us. We build all of our sites in Wordpress, so your site can be hosted with any commercial web host.

You are the content, design, and Wordpress application owner, and have any and all rights to the final product. The only thing that you will not inherit if you move on with your site is our paid licenses to some of the premium software that we use to build and manage the sites. This software will not stop working and break your site, but you will need a license to update these software items in the future.

(Important: Professional and Advanced tiers only. Basic tier sites are non-transferrable.)

