

WEB DESIGN PROCESS

1. INFORMATION GATHERING STAGE

Here, we gather basic company information, names and contact info of all the people involved, noting the chain of command, the decision makers, and primary contact persons. Maintenance of the site is addressed (who will do it, how often), and design elements currently used (color palette, logos, photos used/needed, etc). Domain Registrar and Site Host account information is gathered.

2. INTRODUCTION STAGE

What is your business? Who are your clients? What is your mission statement? We list and review the competition's sites, your existing site, note your USPs, and explore your target audience and how you want them to respond to the new site.

3. STRATEGY STAGE

We ask for the reason for the site, and why now? We explore the long-term plans for the site, benefits to visitors, significant deadline and timeline considerations, and whether budget or time constraints require a phased approach to construction.

4. PLANNING STAGE

We establish the schedule of milestones and/or Phases. Budgets are developed, and a schedule of payments is established.

At this point a proposal will be submitted for approval.

5. CONTENT DEVELOPMENT STAGE

A site map is developed, along with navigation and wireframes, if needed. Content is amassed at this stage, concurrent with the design process.

6. LAYING THE FOUNDATION

At this point we register domains, set up hosting accounts, and set up email accounts. We scan materials, or create graphics, buy and organize

photographic images, and receive digital logos/graphics from client.

7. DESIGN STAGE

This is where the look and feel of the site is established. Overall color palette is determined, navigation design is determined, and layout sketches are developed and shown to the client. Feedback from the client is welcomed, and together we set the design of the site. From this prototypes are built, and css style sheets are developed.

8. CONSTRUCTION STAGE

Final content is received from the client, and the site is built out.

9. TESTING STAGE

Links and functionality are tested, and the site is viewed in multiple browsers on multiple platforms to ensure consistency.

10. LAUNCH

We load the site to the live server, and voila! Pop the champagne!

We like to follow-up with our clients after the launch, to make sure everything is running smoothly, and to welcome any suggestions they have for improving our process and service.

PROMOTION

How you promote your site once it's up is critical to its success. We recommend considering a Search Engine Optimization program, an Email Campaign, and possibly using Google Adwords as a way of getting your name out and driving people to your site. And don't forget social media! Twitter, Facebook, LinkedIn and other services can quickly establish your site online, and enhance your reputation as an authority on your area of expertise.