



## Website Design and Development Process

### Stage 1 | Analysis and Consultation

- Initial meeting or conference phone call to discuss the details of your project.
- Website requirements and goals are determined.
- Website navigation is discussed.
- We ask that you complete our website questionnaire during our initial meeting or send it to us before we provide our estimate.
- An initial analysis of any back end website applications will be performed.

### Stage 2 | Project Estimate

- Written project estimate is provided to the Client
- Client approves the estimate
- Deposit arrangements are made

### Stage 3 A | Graphic Design

- All design-related assets are collected from the Client and can include items such as a logo, photography, slogans and anything else integral to the look and feel of the site.
- A completed Website Questionnaire, any necessary artistic direction and finalization of the website sections (navigation) must be completed before the start of this stage.
- Graphic design of the project begins with the creation of an interface (shell) of the website based upon the information and direction provided by the Client.
- Initial interface design is uploaded to our server for the Client's review and feedback.
- Design alterations are made to the website interface based on the Client's feedback.
- This process continues until the Client is completely satisfied with the interface design.

### Stage 3 B | Web Application Development (if applicable)

- Detailed analysis will be completed to determine exactly what is required from your web application(s).
- Our web application developers will begin to create the backend or database components of your site at the same time our Graphic Designers are creating the interface.
- The progress of the web application is regularly uploaded to our testing server so the Client may follow along with the progress to ensure their satisfaction.
- Initial testing of the web application(s) is completed.

### Stage 4 | Website Coding and Flash Development

- Upon Client approval of the interface design, the artwork is turned over to our website developers for coding or Flash development depending on the parameters of your project.
- This process involves taking the interface design, breaking it apart and inserting it into the website coding language or Flash to make the actual working website.
- Each individual webpage will be created, section headers will be added and a full, working menu & navigation system will be created.



- At this point, any back end website applications (after Client approval) are brought together with the front end of your website.
- The progress of the website is regularly uploaded to our testing server so the Client may follow along with the progress to ensure their satisfaction.

#### **Stage 5 | Addition of Website Content**

- The Client must provide all textual content for the website along with any remaining photos, video, PDF files or any other type of content that will appear on the site.
- The web developers will place this content into the website, as directed by the Client, in a visually appealing way that compliments the overall look and feel of the website.

#### **Stage 6 | Testing**

- All facets of the website are tested to ensure compliance with all popular website browsers
- Website applications are tested together with the fully operational website.

#### **Stage 7 | Launch of Live Website**

- Upon Client approval and sign off, the website is launched 'Live'.
- Any domain name set up, DNS changes and website hosting must be finalized before this stage can happen.

#### **Stage 8 | Minor Website Revisions**

- Once the site is live, the Client may request minor alterations to 'fine tune' the site.
- Final Client approval is obtained and project is deemed 'complete'.

#### **Stage 9 | Maintenance Plan and Training**

- Any necessary Client training is conducted.
- A customized maintenance plan that suites the Client's needs and budget is implemented to ensure that their new site remains current and accurate.
- Benefits of a maintenance plan:
  - Monthly 'meta' and 'alt' tag updates (for search engine optimization).
  - Misc. updates to ensure compliance with new/updated web browsers.
  - Priority 'top of queue' service for all updates.
  - An included amount of monthly website updates to use however you would like to keep your site current.
  - Regular website & database backups (if required).
  - Website monitoring services to alert you when your site is down.
  - Quarterly analysis of your website statistics.