Website Development Process

Website Basics (To Get Started)

- **Domain name (your .com)**
  - If you have one - I will need your login information to your registrar. I will need to know if you have anything associated with your domain (emails, online storage, calendars, etc.)
  - If you don't have one - You will need a domain. You can go here www.marketingpie.com and type in your preference(s) to see what names are available. Domains are about $15/yr to reserve and as long as you keep the registration current, it's your domain. You can have more than one. If you see different variations you want to register for safekeeping like the .net, .org, or .info of your company name, you can add those to your account.
  - If you want me to send you a list of available names and you choose the one or ones you like. I can set up an account for you using your credit card and contact information.
- **Gather Information**:
  - Business Name
  - Address
  - Phone
  - Email
  - Business Description
  - Business Bio
  - Keywords associated with your business
  - Business Category
- **Design:**
  - Logo or Business Name Typography
  - Color Scheme
  - Style (Traditional, Contemporary, Modern, Casual, Clinical, Natural, Elegant, Grunge, Youthful, Seniors)
- **Content:**
  - What's your business about?
    - Who benefits the most from your services
    - What are their pains, problems, or questions
    - What services do you provide in order of importance and expertise
    - Where do your clients hang out and live
    - Where do your clients work
    - Why are you the solution (facts about your business. facts about your services, guarantees, promises, case histories, awards, certifications, etc.)
    - Stories about past cases with a positive outcome.
    - How do they contact you
    - What is the process for hiring you
  - FAQ's
  - Contact Information
  - Keywords associated with searching for you
  - Stand Out / Features that deserve highlighting - This could be a service, a type of client, or something about you
  - What's the first step you require or prefer people to do when seeking to hire you or seeking to take them on as a client.
  - What's the next step, and the next
- **Social Media Links**

- **Directory** or Association Links / Badges
- **Accolades**
- **Deadline** for your website project - when do you want to go live
- LEVELS - How much of this information do you have
- LEVELS - How much do you feel confident you can produce
- LEVELS - How much will you need help to produce

I will work with you on all levels.

Usually, people start out with a 5-page website. ***Home, About, Services, FAQ, Contact.*** A five-page site is between $750 - $1,250. We also provide full-service hosting and maintenance for your website. When you need something to add or change, you submit a request, and the work is completed. We also make sure that all the software and functionality of your site are up to date and hosting is the service that puts your website online with enough connectivity for visitors to search.

We work together on the design, content collection and creation, web page layouts, and user experience until we are satisfied that it meets your needs.

WEBSITE DEVELOPMENT PHASES

Client & Project Discovery

Getting to know you and your project. An introduction to your objectives to help you understand the possible roads we could take to solve them, are the first steps of the whole process.

Initial Meeting

This is when we meet for the first time, either virtually or in-person if the location allows. We go over project objectives, expectations, discuss a possible solution to your project, and discuss crucial information that will let me elaborate on an initial project proposal.

Define Resources

Based on your project's needs and proportions, we will go over the different technologies that could be used to complete the project, and the implications these will involve. We will also define if there will be a need to bring additional team players to complete specific areas in the project.

The Proposal

I will present the project proposal that will include all basic information needed to complete the project:

- Project Overview

- Website Project Punch List
- Pricing
- Completion Timeline
- Ongoing Support

Client Approval

Once we both understand what we will be doing, and you are satisfied with the proposed project roadmap, **we are ready to move forward**. All stages in the process end up with a client approval step, and will only move forward until this milestone is reached.

Stage 1 : Strategy

The planning stage of the project, understanding what your goals and objectives are, and developing a solid and realistic plan to achieve them.

Define Business Objectives

Time to officially get the project going. First we will define the goals and objectives that the project should accomplish, which will align with your business objectives. Later we will establish a strategy to achieve them.

Vision, Scope & Reach

After establishing the business objectives, we will define and narrow down the target audience, to later establish the creative and technical solutions for the project. We will set limits to how far we need, should, and want to go in order to achieve each milestone in our project.

Content Strategy

Based on your target audience, we will determine the correct type of content that should be delivered. It is crucial to identify the efforts and implications of creating such content, and elaborate a strategy that plans for future use and maintenance, aligns communications efforts, always targets a single goal.

Client Approval

We have completed a solid strategy and a game plan for the project, if you are satisfied and happy with these decisions, we are ready to move on to the Design Stage. All stages in the process end up with a client approval step, and will only move forward until this milestone is reached.

Stage 2 : Design

During the design stage, we will define all structures of information, as well as all the graphical aspects of the project.

Information Architecture

The design and strategy of structures for information, including navigational structures and content taxonomies. This is the segmentation of all the logical parts of the project. Wireframes, site maps, and user flows are created.

Design Proposal

A solid Look-and-Feel will be created for the overall project. We will start with an initial design proposal, which is presented, together with different design variations. One direction is chosen.

Complete Design Requirements

Once the project's Look-and-Feel is defined, we will move forward to completing the rest of the interfaces, and required design assets. **Please Note** none of these pieces are yet functional.

Revisions

Once all interfaces are completed, we will take a step back and have a look at the overall design, finding elements that could use some further polishing. Hand-crafting your project and assuring that every single pixel is ready to go is my commitment.

Client Approval

Design and creative aspects of the project have been completed, is time to begin developing. All stages in the process end up with a client approval step, and will only move forward until this milestone is reached.

Stage 3 : Development

The Development Stage is where your project comes to life, this is the Frankenstein moment, where all the cables are connected, the switches are turned on, and the internal plumbing is done.

Functioning Prototypes

Once the design has been completed and is ready to go, we will move forward into developing the initial functioning prototypes of the site. Design optimization for web, hand-coded HTML and CSS, all spiced with some JavaScript to enhance the user experience (UX).

CMS Integration

When the functioning prototypes are done and have been tested, they will be integrated into the content management system (CMS) that was chosen for your project. For the first time, you will start experiencing your site as a dynamic system/organism.

Project Deployment

Once the project has been completely integrated into the CMS, we will go ahead and begin the deployment steps. This step will involve configuring all technical requirements for the project to work: Hosting Solution, Servers, Domain names, etc.

QA

Your project is live, but not yet public! We will revise it over and over again, ensuring everything is in order and working correctly. I will teach you how to use the system in place, and make sure everything is transparent between yourself and your new site.

WAH!!!

Project Completion

Unless you choose to include any post-launch services (below), this final approval will be the final milestone in successfully completing your project.

Project Management

If you need help maintaining your content and website strategy direction, **I can help**. I can oversee the growth and maintenance of your site, and help your team keep its goals aligned.

Strategic Support

Keeping track of the impact of your website, measuring and evaluating results to propose new implementations. Strengthening what is weak, and maximize what is already working.

+ Communication

Extend your reach beyond your website or current implementation. Thanks to a team of experts, we could complement your project and extend its reach using traditional media or additional digital channels to spread your message!