

Website Design & Development Roadmap

Step 1: Project Definition

The project definition involves interviewing stakeholders to identify the strategic goals of the site to be documented in a project brief. Questions include:

- Who is the target audience for the website?
- Is this website's primary aim to inform or to sell?
- Does the website need to clearly convey a brand's core message?
- Is the site part of a wider branding strategy with its own unique focus?
- What are the top competitor sites?
- How is the site different from these competitor sites?

Step 2: Project Scope

Defining the scope of the project is a critical step to outline specific activities and deliverables, along with specific timelines, to clearly set expectations.

Step 3: Site Architecture

Site architecture includes the sitemap of pages to identify all the key pages in the site, showing their relationship to each other and defining the overall navigation structure.

Step 4: Visual Design

Our designers review sites you like, research your goals, look at your competitors' sites and follow our scope document. We will create a desktop and mobile rendition of your site's Home page and overall look and feel. Once you approve the Home page design, we will create the remaining key pages design (About, Bio, Services, Contact and Blog).

Navigation Design

We analyze your content and technical requirements, user goals and online tasks and present you with the navigation architecture. Navigation headings, calls to action, interactive features and links are designed to your content and service requirements to engage your audience.

Wordpress Content Management (CMS)

We work mainly with Wordpress as a CMS solution, which is very robust, versatile and powers 28% of the Internet.

Step 5: Site Development

With designs approved, both our team and client team will develop new content and refine old content and other media on the site, as well as start to build out the site.

Templates and Style Sheets

Our technical team will ensure the highest quality standards and programming integrity, while taking into account all technical requirements and ongoing in-house website maintenance.

Content Placement

We populate your website with your approved text and images into Wordpress. We also include your SEO meta-descriptions for each of your pages and posts.

Step 6: Site Testing

Before the site is launched, it will be placed on a staging server where only internal audiences can view it. Testing of the site on multiple browsers and devices is critical.

Step 7: Site Launch

Once the site is launched, we quickly address feedback from users to the new site, such as checking for any broken links, editing copy and other adjustments.

SCOPE TO CONFIRM

Design and develop mobile responsive Wordpress CMS site in **English**. Public site for consumers to find online for local marketing – 6 static pages plus blog setup:

1. Home
2. About
3. Services
4. Testimonials
5. Contact with Email Form and Map
6. Privacy Statement

Blog (Setup Only No Content)

Includes customizing the theme for design and responsive testing – timeline is also subject to client approval turnarounds which may extend the timeline.