Web Design & Development Process

i define

a. Discover
- i. Gather information
- ii. Understand your audience
- iii. Analyze your competitors

b. Plan
- i. Define project scope
- ii. Establish budget
- iii. Develop schedule

c. Strategy
- i. Set goals
- ii. Create personas
- iii. Keyword research
- iv. Prepare creative brief
- v. Select key conversion goals

ii structure

a. Content Plan
- i. Assess existing content
- ii. Develop content outline
- iii. Create new content
- iv. Optimize content for SEO

b. Sitemap
- i. Create sitemap
- ii. Address site-wide navigation
- iii. Address site-wide conversion goals

c. Pagemap
- i. Create wireframes
- ii. Address page-level navigation
- iii. Address page-level conversion goals

iii design

a. Design Concepts
- i. Review creative brief
- ii. Address user experience
- iii. Create initial comps
- iv. Refine until accepted

b. File Prep
- i. Create templates
- ii. Hand-off to development

iv develop

a. Prepare
- i. Confirm sitemap
- ii. Confirm technical specs
- iii. Receive design files
- iv. Receive content

b. Develop
- i. HTML cutup
- ii. Compile content
- iii. Integrate with CMS
- iv. SEO metadata installation

c. Test
- i. Test in "dev" environment
- ii. Prioritize and fix bugs
- iii. SEO structure review/refinement

v launch

a. Launch
- i. Prepare launch plan
- ii. Submit sitemap to search engines
- iii. Integrate analytics / lead management tools
- iv. Launch site

b. Measure
- i. Monitor analytics and lead tracking results
- ii. Measure success
- iii. Suggest improvements

c. Maintain
- i. Monitor usability
- ii. Minor adjustments as needed
- iii. Confirm site security

d. Improve
- i. Add/Revise functionality
- ii. Add/Revise content
- iii. Enhance usability

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