



WEBSITE DEVELOPMENT

Process for Beginners



2 to 10 weeks

1. DISCOVERY AND PLANNING

This is one of the most crucial stages of the project as it is at this stage that the foundation for the success of the project is determined. Areas covered at this stage may include research, discovery sessions, and writing of creative briefs.

4 to 12 weeks



2. DESIGN

Based on the creative brief and information gathered in the discovery stage the project will then move to the design stage. It is at this stage that design mock ups are created and presented for feedback to establish a design that meets the goals of the new website.



5 to 15 weeks

3. CONTENT WRITING AND ASSEMBLY

Content writing and assembly involve establishing key messages and calls-to-action, porting over content from existing sites, writing new text, editing text, creating headlines, page titles, captions, and SEO optimized text, headlines, descriptions and tags.

6 to 15 weeks



4. DEVELOPMENT AND PROGRAMMING

Using the approved design, site architecture, technical brief and sitemap the project then moves to the development stage. This is where the website comes to life and all the elements of the site come together to produce a high quality website.



2 to 6 weeks

5. BETA TESTING AND REVIEW

Once the site has been developed it then goes to a beta testing stage. The opportunity is given to the client to share the site with the necessary stakeholders for review and feedback in a password-protected location.

1 day to 2 weeks



6. SITE LAUNCH

Upon approval from the beta stage the new website is then launched with no interruption to the current site. The launch process can be simple and quick, or can be more involved depending on what is involved.