THE WEBSITE DEVELOPMENT LIFECYCLE

**PROJECT KICK-OFF**
- Review & signoff on proposal
- Meet the project team
- Review process
- Review project plan
- Discuss site structure/map
- Client Q&A

Duration: 1 Week

**VISUAL DESIGN**
- Identify visual expectations
- Provide design concepts
- Provide feedback on design concepts
- Refine & finalize based on client feedback
- Sign off on creative concept

Duration: 2 Weeks

**CONTENT RATIONALIZATION**
- Finalize the site structure/map
- Collect relevant content
- Write/edit content with SEO intent
- Deliver site content

Duration: 2 Weeks

**WEBSITE BUILD/CODING**
- Configure web CMS & database
- Turn design into code
- Implement functionalities and content

Duration: 4-8 Weeks

**TESTING & QUALITY ASSURANCE**
- Validate against standards & browsers
- Review & submit changes
- Address changes
- Make final content adjustments

Duration: 1 Week

**DEPLOYMENT**
- Install analytics
- Sign off on site launch
- Launch site
- Point domain (24-48 h propagation period)

Duration: 2 Days

**TRAINING**
- Provide CMS user manual
- Deliver web CMS training/tutorials
- Provide support/advice as needed

Duration: 1 Day