

THE WEBSITE DEVELOPMENT LIFECYCLE

1 PROJECT KICK-OFF

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

2 VISUAL DESIGN

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

3 CONTENT RATIONALIZATION

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

4 WEBSITE BUILD/CODING

- Configure web CMS & database
- Turn design into code
- Implement functionalities and content

5 TESTING & QUALITY ASSURANCE

- Validate against standards & browsers
- Review & submit changes
- Address changes
- Make final content adjustments

6 DEPLOYMENT

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

7 TRAINING

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