



10 PHASES OF THE WEB SITE DESIGN AND DEVELOPMENT PROCESS

There are numerous steps in the web site design and development process. From gathering initial information, to the creation of your web site, and finally to maintenance to keep your web site up to date and current. During the development process there will be 3 meetings with the Webhouse Group

- 1.) Online Strategist to review proposal and sign the contract
- 2.) Designer / Production Administrator : Design Brief and collect all content
- 3.) Production Administrator : Handover of the website

All other correspondence will be via electronic mediums ie email, telephone or skype.

Phase One: Website Brief Meeting

We believe that the best way to understand a client's needs is to meet with them and talk to them, this is our personal touch. At this point you would either be choosing a template or brainstorming a concept design.

The first step in designing a successful web site is to gather information. Many things need to be taken into consideration when we design the look and feel of your site, so we first ask a lot of questions to help us understand your business and your needs in a web site.

Certain things to consider are:

Purpose

What is the purpose of the site? Do you want to provide information, promote a service, sell a product...?

Goals

What do you hope to accomplish by building this web site? Two of the more common goals are either to make money or share information.

Target Audience

Is there a specific group of people that will help you reach your goals? It is helpful to picture the "ideal" person you want to visit your web site. Consider their age, sex or interests – this will help us determine the best design style for your site.



Content

What kind of information will the target audience be looking for on your site? Are they looking for specific information, a particular product or service...?

At the end of this meeting you and the designer should have an idea of the overall structure of the website. You will be provided with a document on what is required from you to start the design process.

Phase Two: Planning

After we have discussed your web site needs and decide on a plan of action, we send you a contract and invoice. A signed contract and 50% deposit reserve your start date on our development schedule.

Once your start date arrives, we begin working on the preliminary design for your web site. This takes 1 week for us to complete

Using the information gathered from phase one, we put together a plan for your web site.

Here we schedule the design and any custom development in to production. Our copywriter will put together your content and start loading it on to the CME.

Phase Three: Design

Drawing from the information gathered up to this point, we determine the look and feel of the site. Target audience is one of the key factors taken into consideration here. A site aimed at teenagers, for example, will look much different than one meant for a financial institution. We also incorporate elements such as the company logo or colors to help strengthen the identity of your company on the web site.

Phase Four: Design Approval

Once we've designed a prototype, which is made up of a home and content page, the designer then emails you the design for review and comment.

Once you've had a chance to look over the initial designs, you have the opportunity to provide feedback or request changes. Ideally you'll get back to us in 1-2 business days, but we've had some clients take a week or more to get back to us. This is the type of thing that delays the project completion date. So how long this stage takes is really up to you...

In this phase, communication is crucial to ensure that the final web site will match your needs and taste. We work together in this way, exchanging ideas, until we arrive at the final design for the site. Then development can begin...



Phase Five: Development

This is where the web site itself is created. We take all of the individual graphic elements from the prototype and use them to create the functional web site. We also take your content and distribute it throughout the site, in the appropriate areas.

All modules and plugins will be added to the website and populated with the content that you have supplied.

Phase Six: Testing and Quality Control

At this point, we attend to the final details and test your web site. We test things such as the complete functionality of forms or other scripts, we test for last minute compatibility issues (viewing differences between different web browsers), ensuring that the site is optimized to be viewed properly in the most recent browser versions.

Phase Seven: Handover

Once we are satisfied that we have developed your website in accordance to the signed brief, we will then send you a release document with the staging URL and CSI. You are given 7 days in which to review the website and send back any changes that are limited to content and images. At this stage we will not be able to accommodate structural and functionality changes. Should this be a requirement it will have to be quoted for and rescheduled into production?

Phase Eight: Client approval and Website Launch

Once we receive your final approval, it is time to deliver the site and go LIVE. If we don't already have control your domains we will request that you point your domains A records to our webserver to make your website live on the World Wide Web.

Phase Nine: SEO Submissions and Google Analytic Set up

Once your website is live, we will carry out basic submissions on the search engines and we set up a Google analytics account for you to track the progress of your website. Should you require more extensive SEO on your site this is when we will set up the SEO or Google adword campaigns.

Phase Ten: Maintenance and Support

The development of your web site is not necessarily over, though. One way to bring repeat visitors to your site is to offer new content or products on a regular basis. We encourage our clients to ensure that the website is updated regularly, this is very important for rankings on the search engines. You will be



taken through the CME and given an overview on how to edit your website. You will also be supplied with a step by step guide on how to get it done.

If this interests you, we will be more than happy to continue working together with you to update the information on your web site. We offer either telephonic support where we will guide you through the edits or we offer maintenance packages at reduced rates, based on how often you anticipate making changes or additions to your site and we will do this for you. All you would have to do is email your support to support@webhousegroup.com. If you are not on a maintenance package, we will review your request and quote you accordingly.