



## DEVELOPMENT METHODOLOGY

### ➔ Step 1 | Client Needs Assessment

By meeting with you, we define the primary goals and project schedule, identify the target audience, and tailor the design solution to your industry.

- Understand who will use the Web site (Target Audience)
- Understand what Web technologies you will require
- Identify content
- Produce project schedule

### ➔ Step 2 | Research and Discovery

We gather all available data content from you, such as company profiles, product descriptions, or in-house publications and brochures. Thereafter, we research the Internet and all other relevant information sources to familiarize ourselves with your industry and your competition. We also spend time researching the competition, both online and offline.

- Identify the tasks users need to complete
- Consider the processes required to support Web site features and functions
- Develop technical scope and sitemap

### ➔ Step 3 | Design Concept

During this stage, we begin the process of developing the site's look and feel, the flow of content throughout the site, the logical organization of the site's information, and its functionality. These concepts are presented to you for your evaluation and approval.

- Prototype Delivered
- Web Site Organization
- Color Schemes and Menu

### ➔ Step 4 | Development

With your approval of the Design Concept, we develop the site in full using approved graphics, content, navigation, database design, etc. Of course, one of the questions asked by new clients is "how long will it take to create my site?" The answer is, "it depends." Specifically, each client's needs are different, and many needs present unique challenges that may require more time than anticipated.

- Client staging site and status
- Web server is setup and configured
- Databases modeled and pre-populated
- Domains are transferred and email accounts are setup

## ➔ Step 5 | Testing & Launch

We test your web site to ensure it is cross-browser compatible and to evaluate its performance. This is the time when we may modify the site for performance gains. Thereafter, we transfer the web site to a web server for the public's access.

- Web sites are tested at various stages of the development process
- Review of Web page content, functionality and graphic consistency
- Usability testing - measure how well the Web page allows a user to accomplish goals

## ➔ Step 6 | Promotion

Your development plan may include forms of pre-production, offline promotion to generate interest in the launch of your site. Online promotion takes place after the site has been placed on the web server.

- Content optimization
- Code and meta tag optimization
- Search engine submissions and registrations
- Web statistics analysis
- Email Broadcasting

## ➔ Step 7 | Post Production

After the web site is fully functional, we provide complete support to our clients, including evaluation, training for site management, upgrades with the latest technologies, and any required updates.

- Determine who is responsible for updates to the Web page
- Limit the ability of certain users to update the Web page
- Re-evaluate goals based upon business objectives