Website design and development Methodology

Phase I - Planning

1. Creating of Proposal
2. Proposal Submitted and Reviewed.
3. Initial Deposit and Receipt.
4. Gather contact information and means of communication (ex. e-mail, phone, fax)
5. Collect source files, previous marketing material, brochures, business cards, and company branding.
6. Establish development area. FTP information, hosting, and means of uploading the website files.
7. Review of competition both within the search engines and locally within the same industry.
8. Review of Target Audience and how this will impact the usability and aesthetic design of the site.
9. Establish who will be writing the content, providing the photos, coordinating revisions and updates.
10. Preliminary meeting to discuss the planning process.
11. Establish Deadlines for initial phases

Phase II - Analysis / Critique

1. Explore possible solutions for overcoming competition both within the search engines and within the local industry,
2. Define approach to meet the needs of the target audience. This should cover aesthetics, usability, technical requirements, and graphical theme.
3. Review other sites in the industry which have been successful in meeting the same project goals.
4. Define the limits of content formatting within the site, this should include integrating forms, images, shared elements, text, CSS, and editable regions.
5. Define site specifications.
6. Review of Phase I and Phase II. Documents to be provided outlining the progress made and information gathered.

7. Site map created based on proposal and content analysis.
8. Second meeting to review sitemap and content development.

Phase III - Promotion

1. Search Engine Recommendations provided to client, based on feedback and information gathered in the first 2 phases.
2. SEO work finalized
3. Preliminary Keyword Review
4. Keyword Research Completed
5. Approval of terms decided on.
6. Promotional content pages developed based on researched terms
7. Sitewide title and meta optimization
8. Home Page content optimization
9. Search Engine Submissions finalized.

Phase IV - Design

1. Development site created. HTML skeleton providing an example of sitemap, editable regions, and site flow.
2. Brainstorming organization of content, usability, functionality, and search engine placement.
3. Finalize site structure.
4. Formatting of content, images, and shared elements into the HTML development site.
5. Creation of site designs to be implemented on development site. 2 - 3 ideas will be presented which follow the approach defined in the first two phases

Phase V - Implementation

1. Proofing and polishing of content added into the development site.
2. Polishing of chosen site design.
3. Conversion of site design into HTML template.
4. Integration of the finished site design into the development site.

Phase VI - Launch of site

1. Making necessary DNS changes or directory moves to publish the BETA site live

2. Any necessary database porting will be completed at this time
3. Once the site is launched a quick proof of all dynamic and database applications to triple-check for potential issues.
4. Considerations will be taken to forecast the next google index of the website.

Phase VII - Innovation / Quality

1. Posting to the live directory.
2. Thorough testing of all pages, images, and scripts.
3. Search Engine Submission Report
4. Review of site with client.