

## Website Design Process



### EVALUATION & PLANNING

Based on information gathered during your design brief I'll map out the various stages of your project, including deadlines, costs, and our final goals. Once the legalities are handled and the first half of your design fee is paid we will get to work on content!

I highly suggest designating a small group of people to speak on behalf of the business, help with content creation and voice input/approval. Together with this group we will further evaluate your website needs, target market and marketing strategies.

We also begin gathering design assets like your logo files and existing imagery.



### DESIGN

I will provide unique solutions and strategies for your website. I'll also begin the process of mocking-up your site's overall look and feel through wireframe or sketch renderings.

We will continue to work together to create strong content for your site and building your brand. After all, no one knows your business better than you!

There will be several rounds of opportunity for feedback during this phase until we reach design concept approval.



### DEVELOPMENT

Gathering together the design assets, content and solutions for your site needs, I will develop the functionality of your website integrating clean, maintainable, and well-documented code or plugins.

We will fine tune the user's experience and overall site aesthetics.

There will be up to three rounds of revisions during this phase until we reach approval of the site's content/design.



### TESTING

The purpose of the testing phase is to verify every page looks great and works correctly!

I'll make sure the website functions as expected on computers, phones, & tablets.

You'll be asked to sign a final approval on the site's design and functionality.



### LAUNCH

Your website is now ready to go "live"!

From the very first steps taken I'll make sure your website is on a fast, secure and scalable server.

I will ensure your hosting includes installation of firewalls and completes an automatic backup of your site.

The final design fee is due in full before your site is launched.



### MAINTENANCE

A successful website requires fresh content and upkeep!

We will select a maintenance plan to meet your needs moving forward.

Whether your site needs weekly updates with content creation assistance or just a few framework updates per year, there's an option for your needs. I even offer branded email marketing services!