

Website Development Checklist

-----PLANNING STAGE -----

- Look at your competition.** Note what pages your competition has and doesn't have. Also note what features their websites contain.
- Think about your target market.** What is your purpose for the site – what are you trying to get your customers to do once they arrive at your site?
- Develop an outline of your website.** An outline should show your main pages as well as sub-pages, downloadable documents, and links. The outline will help determine the total number of pages needed. Here is an example outline of a 6 page website:
 - Home
 - About Us
 - Services
 - Service 1
 - Service 2
 - Contact Us
- Collect examples of websites whose appearance you like.** These can be either companies from your industry or otherwise. Try to get an idea of what kind of color scheme you prefer, what kind of navigation you like (across the top or down the left hand side), and the general layout.
- Pick a domain name that is available.** If you do not already have a domain name, this is probably one of the most important decisions you will make. Since there are a limited number of domain names available, you will need to do a Domain Name Search to verify your selection.

There are three general strategies to consider:

- Use of Keywords
- Branding
- Choosing something that is easy to remember

These strategies will play a large roll in how search engines rate your site, as well as, the kind of impression it makes with your customers.

-----DESIGN STAGE -----

- Pre-Design Consultation.** When you have completed the Planning Stage checklist, we will set up a pre-design consultation to go over the material and answer any questions you may have.
- Domain name and hosting** is set up for you or you may use your own web hosting company. We will need the username and password for either your hosting company or your website's FTP.
- Site mock-up developed.** This is an image of what your new website might look like, based on the information provided and any additional preferences expressed during our conversations. The mock-up is simply an image, a picture that is easily changed, but nothing is clickable yet.
- Feedback.** It may take several rounds of revisions before you are satisfied with the look of the site. This is normal, so don't be shy about giving feedback.
- Template creation.** The approved mock-up will then become the basis for creating the webpage template. This unique template will be the framework we use to create all your website's pages. Keep in mind that for each unique layout there will be a separate template created.
- Page creation.** All the pages are created from the template(s) and you can now click around your website, but there is nothing to read because the content has not been added yet.
- Content creation.** Most times clients have created the content ahead of time when they make the site outline. There are cases, however, when you may want to add content later after the design process is finished. Try to use keywords in your text as this will increase your page rank in many of the search engines.

-----FINALIZE & MAINTAIN -----

- Polish, Polish, Polish.** In this phase we both go over the website, making small adjustments to the structure or content, until you say we are done.
- Launch.** We will do our final pre-launch work, post the site and submit it to the search engines.
- Maintenance** of your site is critical to keep it up to date and connecting with your target audience. We will customize a plan to fit your needs, from scheduling weekly updates to only doing an annual tune-up.