An exploratory guess of websites purpose, objectives and audience.

Key Deliverables: Document on metrics and competitive data to support the discovery phase

1

Research

Discovery Phase: Clarify website's purpose, objectives and audience including features, functions and project management clarified.

Key Deliverables: Project brief reference document

2

Discovery

Mapping out navigation, the interface design look n feel combined with branding and market message, the SEO worksheet with page keywords for Google discovery.

Key Deliverables: Validate design with static site

3

Design

Majority of coding and real content implemented with customised features and function coded into CMS with real content reviewed.

Key Deliverables: Site built and dark host tested. Able to upload site onto final live host

4

Code

Ensure site is crawlable. final quality assurance checks including link, cross browser, cross platform final testing

Key Deliverables: Site goes live to the public

5

Launch

All contractual obligations met, and handover to client. Client to learn how customers interact with site, their visiting habits Compare site metrics to competition and intended outcomes

Key Deliverables: Project completion

6

Handover