



Research websites purpose, objectives and audience.

Document metrics and competitive data

Research



Clarify website's purpose, objectives and audience including features and functions.

Project brief created

Discovery



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

Validate design with static site

Design



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

Site built and dark host tested

Code



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

Site goes live to the public

Launch

All contractual obligations met. Client trained on customer analytics. Compare site metrics to intended outcomes.

Project completion

Handover

