



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**

