



# B2B Website Creation Workflow

## Phase 1: Planning

- ☐ Define the website's purpose **#Purpose**
  - Understand target audience
  - Identify business objectives
- ☐ Conduct competitor analysis **#CompetitorAnalysis**
- ☐ Create a project timeline **#Timeline**

## Phase 2: Design

- ☐ Outline the website's architecture **#Architecture**
  - Home page
  - Product or service pages
  - Contact page
  - About us page
- ☐ Design the website layout **#Layout**
  - Logo placement
  - Search Bar
  - Navigation bar
  - Categories
  - cart
    - checkout
  - Favourites
  - Remainders
  - Cover images (slide)
  - Login
    - Registration
    - Login
    - Password reset/ Forgotten password
  - Filters
  - reviews rating
  - Account
    - order history

- customer Support
  - Contact Us
  - Chat / Email us
- About Us
- Policies and Terms
  - Privacy
  - Terms and Conditions
- Footer
  - Address (Contact)
  - Social media links
  - Gmap (link)
  - Copyright information
- ☐ Choose color scheme and fonts #Branding
  - ☐ Colours: #ece9eb (primaryry)
  - ☐ Colours: #f3637f (secondary)
  - ☐ Colours: #adadae (Padding)
- ☐ Dealer dashboard
  - ☐ Overview
  - ☐ Profile
  - ☐ Order Management
    - ☐ Customization options
      - ☐ Personalisation
      - ☐ Bulk ordering
      - ☐ Gift branding
  - ☐ Inventory management
  - ☐ Communication
  - ☐ Analysis of orders
  - ☐ Account settings

### Phase 3: Development

- ☐ Set up the website structure #Structure
  1. Install CMS
  2. Create pages
  3. Set up navigation
- ☐ Populate the website with content #Content

- Write copy for each page
- Add images and videos
- ☐ Optimize the website for SEO #SEO
  - Use relevant keywords
  - Create meta tags
  - Generate sitemap

## Phase 4: Testing

- ☐ Test the website functionality #Functionality
  - Links and navigation
  - Forms and CTAs
- ☐ Test the website on different devices and browsers #Compatibility

## Phase 5: Launch

- ☐ Make the website live #Launch
- ☐ Monitor website traffic and user behavior #Analytics

## Phase 6: Maintenance

- ☐ Regularly update the website content #Updates
- ☐ Fix any issues or bugs #Troubleshooting
- ☐ Plan and implement improvements #ContinuousImprovement