OUR WEB PROCESS

Insight's website process includes the following steps and typically requires approximately 90-120 days to complete each site. With a projected 2020 start date and a phased approach for these sites, the projects could be completed by September 2020, approximately.

1. DISCOVERY

Website Questionnaire
We will have a meeting with you to walk through a questionnaire that provides us with all the information we need to get started, including but not limited to:

- Business overview and positioning
- Target audience, goals, measures of success
- Website logistics (i.e. hosting, email, framework, etc.)

Research
Our team will conduct additional research including:

- Review of your current site analytics
- Evaluate extended online presence (social, blog, online reviews, etc.)
- Cursory review of competitor's sites (if necessary)

2. PROJECT KICK-OFF

Kick-off Meeting
Our team (writer, designer, web developer and account executive) will meet to review the findings of your web questionnaire and our research, then determine:

- Project scope
- Site map
- List of any further needs from the client, most often including:
  › Brand assets (logos, colors, fonts, etc.)
  › Photos
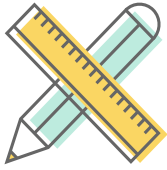 › Current sales/communications materials

3. SITE MAP

Site Map Creation
Based on your input and our research, our team will develop an outline listing the number of pages on your site and assigned content for each page. We will finalize, then present the site map for your review.

- You must provide feedback and approve the site map before we can move forward.

› APPROVAL NEEDED ‹

insight creative, inc.

4. DESIGN / MOCK-UPS

Design
We will establish a look and feel for the site, then create an initial layout and present a mock-up of the homepage and one subpage. 1-3 options will be presented.

- You must review, provide feedback and approve the mock-up before we can move forward. (You will have the opportunity to make up to two rounds of changes, if necessary.)

› APPROVAL NEEDED ‹

5. WEBSITE DEVELOPMENT

Development
Our web developer and designer will create the site using the approved site map, mock-up and provided copy.

- We will only code to accommodate most up-to-date browsers:
  › Chrome   › Firefox   › Safari   › MS Edge (latest versions)
- Your site will be optimized to include: page titles, proper use of H1 to H6 tags, and image alt text.
- Our designer will optimize assets to ensure the site is working efficiently.

We will finalize, then present the developed website (either in person or via emailed link) for your review.

- You must provide feedback and approve the website before the site goes live. (You will have the opportunity to make up to two rounds of changes, if necessary.)
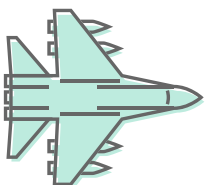
6. TESTING

Testing/Review
We encourage you to spend time on your new website and share it with others at your organization to ensure all links, buttons and forms are working properly.

› FINAL APPROVAL NEEDED ‹

7. GO LIVE!

After final approval, DNS changes will need to be made by our web developer or a member of your team in order to point your domain name to your new website. This change can take 24 - 48 hours to fully take effect.

Fine Tuning
After your new site is live, our team will continue to work out bugs as needed and will take requests for minor changes.

NOTE: You will have two weeks after the site goes live to make any minor technical changes. After that point, changes will incur additional costs.