**1. Strategy and planning (2 to 10 weeks)**

This is a crucial phase of the project, as it is this stage that determines the foundation for the success of the project. Areas covered at this stage may include research; strategy sessions; writing of creative brief; writing of technical briefs or more detailed architecture, requirements and definitions document; site architecture plan; wireframes and sitemap creation.

**2. Design (4 to 12 weeks)**

Based on the creative brief and information gathered in the strategy stage, the project will then move to the design phase. It is at this stage that design mock ups are created and presented for feedback to establish a custom or template design that meets the goals for the new website (check out this [**article about custom and template designs**](https://www.upanup.com/news/custom-vs-template-website-design) to learn more). Design mockups may include homepage designs, multiple internal page designs, desktop views, and mobile views.

**3. Development and programming (5 to 15 weeks)**

Using the approved design, site architecture, technical brief, and sitemap the project then moves to the development stage. This is where the website comes to life and all the elements of the site come together to produce a high-quality website. There is little client involvement at this stage of the project, but a good portion of the timeline will be required for this stage. If custom web applications, integrations, or tools are required within the site, the timeline for this phase can stretch even longer.

**4. Content writing and assembly (6 to 15 weeks)**

The value of good content for any website cannot be underestimated. As important as a good design, quality content can set a website apart. It can be a time-consuming process creating new content and migrating existing content; however, the reward is worth the effort. Content writing and assembly involves establishing key messages and calls-to-action, porting over content from existing sites, writing new text, editing text, creating headlines, page titles, captions and text for SEO purposes, headlines, descriptions and tags. This process typically overlaps with other parts of the site creation process. Upanup offers services such as content training, audits, migration, and more to support your team during this phase (or prior to the project).

**5. Beta testing and review (2 to 6 weeks)**

Once the content has been migrated to the newly developed site it then goes to a beta testing stage. The opportunity is given to the client to share the site with the necessary stakeholders for review and feedback in a password-protected location. Testing is also conducted during this stage to ensure the site is optimized across multiple browsers, screens and mobile devices and ensure the site is performing as it should prior to launch.

**6. Site launch (1 day to 2 weeks)**

**Strategy and planning, Content writing and assembly, Design, . Development and programming and beta testing launching.**

**Timeline:**

**November:**

**Planning and strategy**

**December:**

**Week 1 -3 :** **content writing and assembly( info gathering)**

**Week 4: designing**

**January:**

**Week 1:**

**Week 2:** **development and programing**

**Week 3:**

**Week 4:**

**February:**

**Week 1:**

**Week 2:beta testing**

**Week 3: lanching**

**Week 4:**