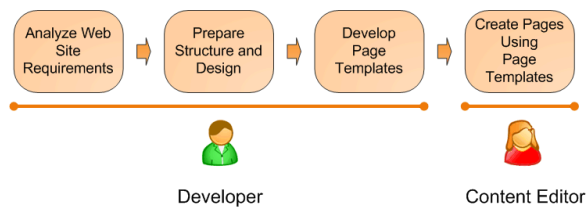


The following figure shows the typical website development process in Kentico, and how the roles are split between developers and content editors:

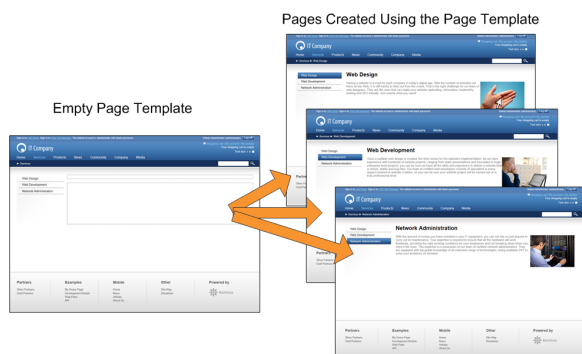


1. The developers analyze client requirements.
2. The developers prepare the site structure (site map) and the overall web design. Designers can use external [wireframing](#) tools during this process.
3. The developers create **page templates** for every type of page required on the site (home page, solutions, products, news, etc.).
4. The content editors create new pages — they enter text and images into the page templates defined by the developers.

What is a page template?

Page templates define the structure, design and core functionality of pages.

- The website can re-use a single template for any number of pages.
- Content editors can enter different content for all pages based on the same template.
- Templates allow editors to focus just on the content of pages, without the needing to take care of the page's layout and formatting.
- Templates help keep the design consistent throughout the whole website.



There are three different [development models](#) that you can use to create page templates in Kentico.