1. Project Planning & Requirement Gathering

This phase focuses on setting clear goals for the website, identifying the target audience, and defining the key features and functionality. It involves gathering input from stakeholders to align the website with user needs. The project scope is clarified, and a timeline with milestones is established to track progress and ensure the project stays on schedule.

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2. Wireframing & Prototyping

In this phase, the basic structure and layout of the website are visualized through wireframes. Prototypes are created to simulate user interactions, helping to identify usability issues early on. These prototypes allow for iterative testing and feedback, ensuring the website's design is optimized before development begins.

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3. UI/UX Design

UI/UX design focuses on creating an intuitive and aesthetically pleasing user interface (UI) while ensuring a seamless and engaging user experience (UX). During this stage, design elements such as color schemes, typography, icons, and images are selected to reflect the brand identity and enhance user interaction.

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4. Front-End Development (Client-Side)

Front-end development involves turning the visual design into a working website using HTML, CSS, and JavaScript. This stage focuses on creating an interactive, responsive layout that adapts to various screen sizes and devices. A mobile-first approach ensures the site is optimized for mobile users first.

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5. Back-End Development (Server-Side)

Back-end development is concerned with building the server-side infrastructure that powers the website. This includes setting up databases (e.g., MySQL, MongoDB), managing server-side logic, and integrating APIs for dynamic content and third-party services. The back-end ensures that data is processed, stored, and delivered to the front-end effectively.

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6. Content Management System (CMS) Integration

A CMS (e.g., WordPress, Joomla) is integrated into the website to enable easy content management. This allows non-technical users to add, edit, and manage website content such as blog posts, images, and product listings without needing coding knowledge. The CMS is configured to fit the project's needs.

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7. Website Optimization

Optimization focuses on improving website performance, such as reducing loading times and enhancing user experience. Techniques include compressing images, minifying scripts, and caching static content. SEO (Search Engine Optimization) practices are applied to improve the website's visibility in search engines and drive organic traffic.

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8. Testing & Quality Assurance

Testing is conducted to ensure the website functions correctly across all devices, browsers, and user scenarios. This includes unit testing, integration testing, and user acceptance testing (UAT). The goal is to identify and fix bugs, compatibility issues, and any usability problems before launch.

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9. Deployment & Hosting

Once the website is fully developed and tested, it is deployed to a live server. During this stage, domain names and hosting configurations are set up. The website is then published and made publicly accessible, ensuring the hosting environment is secure and capable of handling expected traffic.

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10. Maintenance & Updates

After the website goes live, ongoing maintenance is required to ensure the website remains secure and up to date. Regular updates are made to content, software, security patches, and performance optimizations. This phase helps keep the website functional, relevant, and secure over time.