

The Process



Initial Consultation

- Discuss Goal(s) of Website
- Design Questionnaire
- Determine Scope of Project: budget, size of site, timeline

Gather Information

- Business Card, Brochures, Flyers
- Business Location(s)
- Written description of business, services and/or products
Repurpose content from existing website
- Photos of location(s), employees, customers, services and/or products
- Associations or Affiliations (ie. Better Business Bureau, etc.)
- Articles from local publications
- Awards or Recognitions
- TV commercial(s)
- Radio ad(s)
- Community Involvement
- Customer Testimonials

Strategic Planning

- Site Architecture
- Estimated development/design time
- Search engine optimization
 - Competitor research
- Overall Timeline
 - Domain transfer or registration (24-72 hrs)
 - Hosting & email setup
 - Submission of finalized content, photos, articles, videos, etc.
 - Design of home page & interior page mockup (interface)
 - Test-drive site online
 - Google™ optimization research
 - Live Launch – set target date

Development

- Hosting & email setup
- Home page & interior page mockup(s); revisions made if needed
- Approve design interface
- Site build-out
- Electronic forms programmed
- Test-drive site
 - Review all content
 - Test navigation and links on all pages
 - Test electronic form(s)
- Approve site launch

Post-Launch

- Natural search engine optimization
- Search engine submissions - FREE
- Google Map listing (coupon optional) - FREE
- Email Campaigns
- Google AdWords campaign (geo-targeted paid search advertising)
- Link Building
- Vertical Portals
- Internet yellow pages
- Local Online Media/Publications
- Online PR/Article Marketing
- Offline promotion of your website
 - Vehicle decals, bumper stickers
 - Business cards, brochure, letterhead, etc.
 - Voice mail message
 - Email signature
 - Any and all printed materials
 - TV commercials
 - Radio Ads
 - Etc.