

The Process



Initial Consultation

- Discuss Goals and Design Questionnaire
- Determine Project Budget, Scope, 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
 - Design of home page & interior page mockup (interface)
 - Google™ optimization research
 - Submission of finalized content, photos, articles, videos, etc.
 - Test-drive site online, 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, Google Map listing
- Email Campaign Management
- Link Building, Vertical Portals
- Internet yellow pages, Local Online Media/Publications
- Online PR/Article Marketing
- AdWords campaigns (geo-targeted paid search advertising)
- 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 ad spots, etc.