

## Web Site Development Process

You wouldn't build a house without a blueprint, a survey, or an understanding of how its occupants live. Likewise, you shouldn't build a Web site without a detailed plan of action. The following is an overview of the process we use to plan, design and build a Web site.

### Strategy

- Get to know the client's business, who their Web site visitors are, and what they would like.
- Develop a clear conceptual model and translate this into specific creative concepts, sitemap, features and functions.
- Deliver schedule for milestones and content delivery.
- Acquire domain name(s) and set up web hosting plan.

### Design

- Work out the "look and feel" of the prospective site.
- Refine the site structure and navigation.
- Develop style and technical components.
- Verify that the designs meet the Web site visitors' needs.
- Develop and edit content.
- Create design templates, get approval, then hand the templates over to the developer for production.

### Production

- Design is officially over and it is now time to build the site. The developer works as HTML coder and programming engineer for the Web site.
- Develop the database, if needed. Refine field identification, field specifications, table specifications, database model. Import data from text file to database.
- Develop the interface with the database via templates, queries, and programs.
- Develop scripting or programming for special features.
- Optimize images for all pages and migrate static content from text to HTML
- Code, script and program all pages.

### Delivery

- Test the site on all target platforms and browsers, fix any kinks, make final changes, and add final content.
- Move the site to the target server. Initiate domain name redirects to target server.
- Launch the site.
- After a successful launch, preparation for Phase II and planned maintenance begin.