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WEBSITE DEVELOPMENT

Defining the scope of work

The web development process should be documented and agreed by the client before the project begins. A proposal identifies the following stages of development:

Pre-production planning

- register site URL and determine hosting arrangements
- define objectives
 - key messages / behavioral actions of visitors
- define user specifications
 - target audience / technology profiles
- define site functionality
 - capturing, processing and distributing information on the site - dynamic interface
 - develop information architecture, navigation and site map
- define site administration parameters
- request source material from client including access to existing site and all content including
 - copy or copy writer / images / logos / graphics
- create concepts for Graphic User Interface (GUI) including style sheets and templates
- define Search Engine Optimization (SEO) parameters
- determine communication channels
- define production schedule and determine budgets

Production

- programming and coding
 - internal and external links
 - data base development
 - Content Management System (CMS)
 - payment gateway (Shopping Cart)
 - animation
- setup staging URL for review and testing

Post production

- hosting
- site management
- site promotion post launch