

The process for defining and completing a new website project:

1. Information Gathering

It is necessary to understand as much as possible at this stage in order to provide an estimated price. What do you need your website to do for you, who is your target audience and what image do you wish to portray? Completion of our questionnaire is the best way to provide the information required.

Then you will receive an initial proposal and estimate. This will detail all of the elements for your new website.

2. Quotation and Order

Once you have checked through your estimate and confirmed you are happy with everything you will receive a definite price for your project.

Once you have confirmed you wish to proceed you will be asked to pay a deposit. From here you will receive a full written specification for your project. This will detail all of the design elements and functionality. Once you have reviewed and agreed you will be asked to sign and return the document, which will form the contract between us.

3. Providing content

At this point you will share all of the text and images that you have available. Plus you will need to provide your keywords for search engines. A folder will be set up with Internet access, to enable easy file sharing for throughout our project.

4. The design

This starts with research including looking at current trends, formatting, colours and fonts. Then I will draw up the design for your home page in line with the functionality that we have agreed, making sure everything that you want is included. The home page will form the main site template and any required revisions will be completed at this stage to ensure you are 100% happy with your design.

Please note that any changes to the approved designs once development has commenced are likely to incur additional cost, so revisions need to be carried out at this design stage.

It is now that the design compositions are transformed from images into a live website. Any changes to the design once development is underway will incur cost, so we will make sure you are 100% happy with your design before development begins. There will usually be a second payment required at this stage. The HTML pages are built and styled, plus the database and CMS platform (if applicable) will be set up. Search engine optimisation is built-in from the ground up. Any special functionality will be added to the site. Any agreed mobile configuration will be done.

6. Browser Testing

Your website will be tested across a range of browsers, new and old including Internet Explorer, Mozilla Firefox, Opera, Google Chrome and Safari. Plus mobile platforms, Apple iOS, Android, Blackberry and Windows mobile.

7. User pre-release testing

At this point you will be involved in user testing as you navigate your way through your new website. Ensuring that you are comfortable with the website and the new interface that your visitors will see and use.

8. Security & Performance

Once you are happy with the website in terms of user experience, security and performance testing is carried out. When you own a site that you can edit yourself, it will always require extra security compared to a standard site. Equally if you have a content heavy site, performance might need to be optimized for speed.

9. Go Live!

Following receipt of final payment, your website will be published to the internet and will be released for indexing by Google and other search engines.

10. Documentation

If you have a content management site it will be extremely intuitive and easy to use but documentation will be provided if you require. Where you have custom functionality bespoke user guides with screenshots will be provided.

11. Ongoing Support

All new sites come with free of charge support and help for an agreed length of time.

If you have a platform such as WordPress it is necessary to carry out updates from time to time to ensure optimum security. It is also necessary to keep backups of the site and monitor the user base.

You will have the tools in place to do all of these things yourself. However, some clients prefer to take out a maintenance contract. This will include the deployment of all system updates, keeping regular backups, monitoring the user base and providing support in the event that anything should go wrong.