

Website Design & Development Process

There are a number of steps involved when building a new website. Every client has different requirements and because websites are a key marketing tool for most businesses it is crucial that web developers understand all aspects of the build before any work commences.

Step 1: Discovery

The first part of the website design & development process involves the completion of a brief so we can assess each client's requirements. An initial meeting is then set up to discuss the different aspects of the project including establishment of milestones, timelines, deliverables, project scope and expectations.

Research is then undertaken around content, writing style, visual design and technical aspects in order to analyse what can be achieved within the website budget.

Step 2: Design

A collage of visual ideas (or mood board) is sometimes created based on the original brief. This incorporates design elements, branding and digital assets. After this has been presented to the client we create a page layout or wireframe of the homepage layout/design (incorporating responsive design techniques for initial client feedback). Once the homepage design has been approved we can start work on the secondary or sub-pages.

If the project requires ecommerce capability there are a number of design considerations to be made. This [infographic](#) gives a good summary of what needs to be considered.

Step 3: Development

Once the design has been approved we can start building the website. This process involves HTML/CSS/JavaScript development and is the most time consuming section of the project.

What is HTML/CSS/JavaScript development?

- HTML: marks the content up into different structural types, like paragraphs, blocks, lists, images, tables, forms and comments.
- CSS: tells the browser how each type of element should be displayed. This may vary for different media eg screen, print or handheld devices.
- JavaScript: tells the browser how to change the web page in response to events that happen. For example, clicking on a button or making an image slider move from left to right.

This part of the development process involves writing code and integrating it into a CMS framework called [WordPress](#). Other elements that may be required such as copywriting, video, image sourcing and photography are incorporated at this stage.

When the build is 80% complete we will host the website on our staging server for client review and feedback. Once the client review is complete cross browser, mobile, tablet device and performance/speed testing takes place. This is a very important part of the process because a great website is about creating coherent experience across all devices.



Step 4: Deployment/Launch

At this point we would have established the domain name(s), website hosting and email set up. We can then migrate a client's website from the staging server to a live environment. Any last minute changes and tweaks to the website before it goes live are made at this stage.

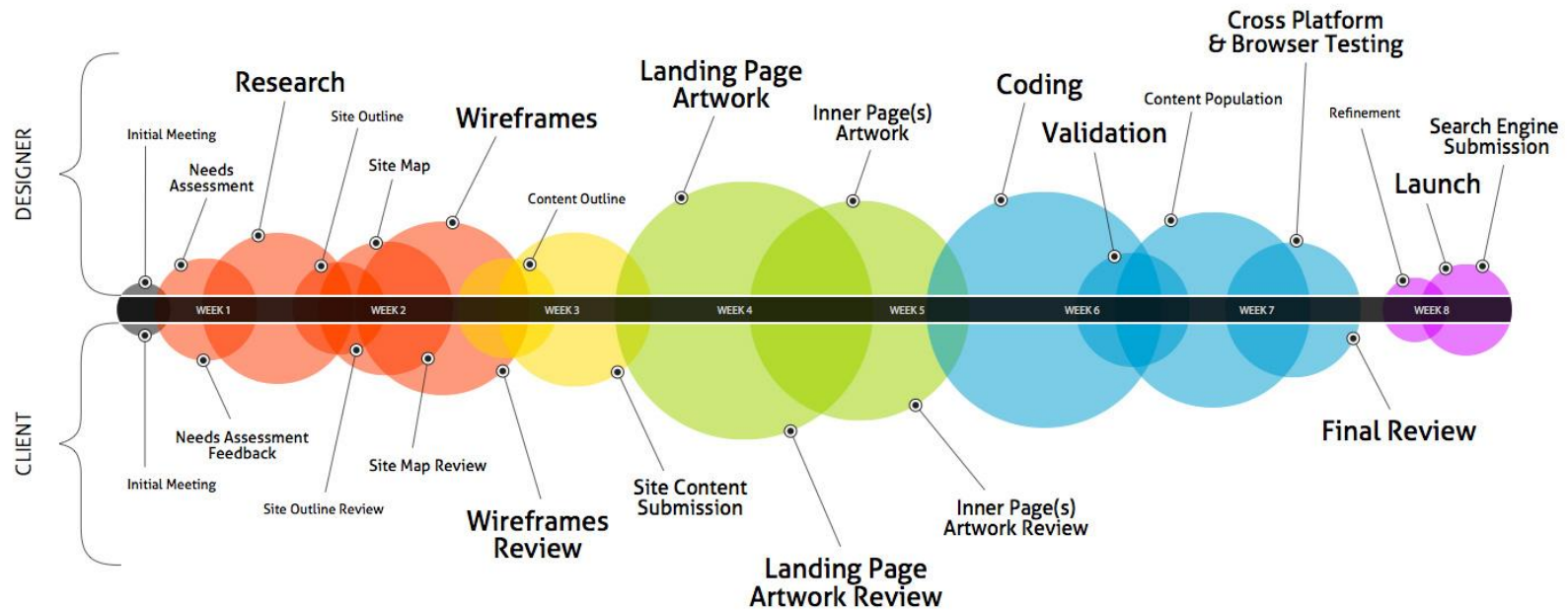
At launch the website is sent to search engines such as Google so that it can be indexed. If Search Engine Optimisation (SEO) is required it is at this point that an SEO Specialist is engaged.

Step 5: Post Launch

Training on how to use the content management system (CMS) is provided so that clients are self-sufficient. Ongoing management of the website and technical support is also provided.

A Web Site Designed

MILESTONES, INVOLVEMENT, IMPORTANCE & TIMELINE



MILESTONES



INVOLVEMENT



IMPORTANCE

Average
Greater

PHASE

