

## OUR WEB DESIGN PROCESS

Quality web design starts with a quality web design process

### Day 1

#### Determine Your Requirements



Our web design process begins with a conference call with you and a designated project manager; your project manager will be your single point of contact for the entire project. We will ask you questions that will help us customize your website, information such as:

- Your company history, mission, credentials, etc.
- Your products & services
- Your target audiences
- Your competitors
- Your web design guidelines (i.e. color, image, tone, mood, navigation, objectives, etc)
- We will write up a web design specification to confirm our understanding.

### Day 1 - 5

#### Gather Design Materials



The next step is to gather design materials and information needed to design and develop your website, information such as:

- Company logo, photos, brochures
- Copies of your products & services
- Stock photo selection from over 1M professional photos

### Week 1 - 2+

#### Construction, Review, and Refinement



Once we have the needed materials, we will begin website setup, design and programming:

- Register your domain name
- Setup our hosting account
- Setup your emails
- Create the first prototype to confirm the design
- Get feedback from you, and then design the next prototype
- Test and debug any custom functions
- Continue the design-and-review process for up to 10 revisions
- Help setup your Microsoft Outlook to manage emails
- Help setup your merchant account (for eCommerce)
- Provide training for any custom functions

**Week 3+**      **Live**



Once you approve, we will publish your website and have it ready for business within a few hours.

A basic business website averages 3 to 4 weeks to complete.

**Week 4+**      **Site Submission and Promotion**



We will "hand submit" your site to Google, Yahoo, AOL, MSN, and provide you with ongoing search engine position analysis.

We also offer Google campaign management services.

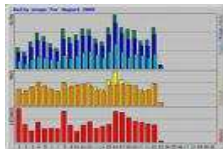
**On-going**      **Site Changes & Support**



There are two ways to make changes to your website:

- Use the Content Editor to make changes yourself
- Submit a change request to our Support Desk

**On-going**      **Monitor Your Site Traffic**



See detailed website statistics and learn business critical information about your website:

- Number of visitors (by time and date)
- Pages most viewed (and pages most exited)
- Length and depth of visits
- Referring sites (where are the clicks from)
- Search Strings (how were you found)
- Errors (were there errors in any of the pages)

