

# **Web development process**

## **Step One. Client Brief**

*Answer these questions as part of developing your design brief.*

What is the purpose / objective of your site?

What are your Marketing goals?

Who are you targeting?

Look at your existing Corporate ID (Graphic's). Do you want your web site to reflect the current Corporate ID or does it need to be modernized?

Create a short list of other web sites that you like the look and feel off.

- Colour Scheme
- Navigation structure
- Use of images

Decide how many and what pages your web site should have.

- Have a look at other web sites of companies in your industry for ideas and reference.

Develop the copy / content for each page. (preferably in Microsoft Word or similar word processing document).

What contact details do you want to include on the site?

Collect all images to be used on the site, including company logo and anything to be scanned.

What key words can be used to clarify your business in search engine listings?

Do you want to link to other sites?

## **Step Two. Client Preparation**

Get organised to hand brief over to design consultant

No body knows your business better than you do.

Type up your "Client Brief" with all the questions from Step 1 answered.

Collect all current brochures and adverting materials for reference during the brief.

Is your preferred Domain Name available? [www.yourbusinessname.com.au](http://www.yourbusinessname.com.au) (Design Max can find out for you)

### **Step Three. Briefing Design Max Team**

Organised briefing lead by Design MAX rep.

We need a thorough understanding of your business, your image and web design objectives.

Your web site brief questions and client preparation content is handed over and Discussed in depth.

Our designers will often be included at the initial briefing stage so they can get a thorough understanding of your vision and the task at hand.

### **Step Four. Initial Development**

Home Page designed, navigation is planned, client critiques initial design.

Your images are scanned, manipulated and optimised for web use.

We create a custom designed "Home Page" using state-of-the-art graphics technology. The navigational structure is planned and graphics are added. (It is important that you focus on creating a web site that is both attractive and useful).

Important Note:

Navigation must be clear and logical. We apply the "the three clicks rule". Make sure your visitor can find whatever they're looking for within three clicks. If not you run the risk of them becoming frustrated and leaving.

The Home Page is then uploaded to the Internet for the client to view and critique.

### **Step Five. Complete Development. Web site is totally developed.**

If you have requested changes our designers will alter the Home Page design or layout. Now we can get serious about building the rest of your site.

The file structure for the site is set up. Using design principals and experience we meticulously arrange and compose graphics and text, while designing all pages. Meta data is added to the site to improve it's "Search Engine" ranking.

### **Step Six. Testing**

The site is tested to make sure everything is working perfectly. (IE: links, forms, etc)

We thoroughly test the site to make sure that all links, graphics, animations and forms are working. Ensure that the web site displays properly in all browsers, check download times are short and that all spelling is correct.

## **Step Seven. Client Viewing / Minor Changes**

Client checks final product.

Here's where you get to see what your total web site looks like, you review it and make sure that it is perfect. Usually there will be a few minor changes that you will request.

## **Step Eight. Upload Your Web Site To Internet**

When we have completed the changes that you requested and re-tested the site, your Web site is uploaded to the Internet.

Depending on what web design package you have requested we submit your site for listing with the major search engines.

## **Step Nine. Maintenance**

A Web site is not static and will always need to be updated to remain fresh and relevant.

Design Max offers a low cost site management service. No need to employ a full time web master or worry about how to make subtle changes and updates to your site. We will be there all the way to offer help and advice.

Half price web maintenance is offered with all new web sites.

If you would like more information please feel free to contact us on (02) 9699 1755.