

## Understand/Layout



# 1.

Your website consultant will meet with your business's key decision makers to introduce our process and define your core website requirements.

At this stage you will:

- Establish your website's goals and purpose
- Determine who will be your website's audience
- Establish your budget
- Establish a timeline
- Define main navigating structure and flow diagram

## Concept/Estimate



# 2.

Your website consultant will meet again with your key decision makers to present several storyboard concepts of your website that range in price from high to low for you to choose from.

At this stage you will:

- Make concept adjustments and add/remove options
- Refine the concept to an agreed upon model
- Have a cost and schedule estimate of the website project and what it will cost to maintain
- Sign off to move forward

## Collect Info/Develop



# 3.

Your website consultant will collect all the information that will be displayed on the website and complete development to the agreed model.

At this stage you will:

- Collect specific business content and images
- Choose styling options, colors, fonts, logos and graphics
- Review the completed website design with key decision makers
- Make any final revisions

## Acceptance/Go Live



# 4.

Your website consultant has completed your website and is ready to be presented to you for your final approval.

At this stage you will:

- Perform a website acceptance test and sign off indicating development is complete
- Final billing/payment is collected at the time the website is published live on the Internet
- Receive website documentation that specifies how to access administrative controls and passwords