

Our Web Development Process

Our approach to creating the perfect website for our clients is focused on being organized, sharply designed, and carefully programmed. Each project is designed uniquely keeping our clients goals in mind, while leaving plenty of room for personalization and future enhancements. By combining our proven formula below with a creative drive, our team of expert programmers, developers, designers, and marketers all collaborate to build your perfect home on the web.

1. Content Analysis and Site Blueprint

When developing a new site, we work directly with you to define our 3 key components - site map, site structure, and user friendly navigation. After defining these key ingredients, we then organize this content to create the best user experience to help customers find what they're looking for. For a site redesign, we undergo the same process but with a more focused analysis of the existing content.

2. Design

Our goal is to make sure your online presence is visually appealing to all visitors, your message is being eloquently communicated, and your vision and brand is being communicated. Your website is the most effective and reliable sales rep you will ever have. Our process to ensure that our team develops a professional and well communicated site - we go through the following phases

Phase 1 – Research, Trends and Industry Assessment

- We provide you with a design questionnaire and get a full understanding of your desired website goals
- We complete our analysis by identifying key industry trends and design inspiration of industry leaders

Phase 2 - Design Process

- Our team will meet to discuss the design details and direction to ensure that we understand your requirements to create a first draft featuring the homepage
- Within approximately 10 business days a first draft will be completed and will be sent for review and comments.

Phase3 - Modification and Augmentation

- Feedback from the original draft will be integrated and we will continue to build the subsequent pages, color scheme, and structure until all agreed upon specifications are met.
- After the homepage design has been approved, designs for additional secondary pages will be begin immediately. Each sub page will also pass through the review, modification, and approval process.

3. Front End Accessibility

Once the design is approved, your website front end, as seen from the user, will be programmed in standards compliant with XHTML/CSS/php etc. This will allow your site to function with features such as button rollovers, sliding image galleries, pop up displays, contact forms, etc.... We make a commitment that your website should be functionally across all browsers including the two most recent versions

1. Ongoing Management Solutions

To simplify the need and dependency of a web developer, to make basic changes to your site, we typically include a backend Content Management Solution (CMS) system that makes it easy to update your new websites content. Many of our website editors are as simple to use as Microsoft Word.

2. Training

After the backend of your website is setup we offer you a training session on how to use your new site. Your dedicated account rep will offer over the phone support, coupled with an easy to use screen share system to walk you through each and every aspect of your new site.

3. Content Population

Accessing the Content Management System (CMS) allows easy build out of additional web pages. This is a good way to get the feel of using your new tool. If you prefer, we can provide additional development and assistance.

4. Launch and Support

Once the site is approved and all the finishing touches are applied (sitemap, custom 404 page, Google analytics & webmasters integration, etc) we'll launch it! Whether you're using our web hosting service, or hosting service from another company, we'll handle everything to make your site live.

We provide 60 days of free support once your site goes live. Having problems with - forgotten passwords, adding pages, uploading photos, or something else? We are happy to help. We take pride in building long term relationships with our clients even after final payment is received.

5. Maintenance

It's possible that you may want to add new items to your website such as a survey, an online store, paypal integration, gift certificates, a mailing list system, photo gallery etc... Our team of custom web application programmers is ready for your call. Just get in touch when you need something new added, and we'll get back to you promptly with a quote and ETA on when it can be completed.