



THE WEBBY SHOP

FT WORTH, TX

817.504.4505

info@thewebbyshop.com

# THE WEBDESIGN PROCESS

A website remains in important part of business communications. The development of a website has many important steps, each of which significantly contributes to the goals of reinforcing brand, establishing an online presence for your organization and effectively communicating your messages and information to your customers and potential clients.

## GENERAL OUTLINE

- I. Develop the sitemap  
-- APPROVAL CHECKPOINT --
- II. Develop visual/graphic concept  
-- APPROVAL CHECKPOINT --
- III. Setup Site Structure
  - a. Prep Graphics
  - b. Create & setup web pages via html, javascript, asp, etc
- IV. Insert content & graphics
- V. Test & troubleshoot the site  
-- APPROVAL CHECKPOINT --
- VI. Review w/ client
- VII. Make revisions requested by client  
-- APPROVAL CHECKPOINT --
- VIII. Search Engine Optimization
- IX. Setup hosting/email/database (where applicable)
- X. Launch site & test live