WEB PROCESS IN SEQUENCE

Introduction / Discovery

Proposal - Client Services

Project Kickoff

Baseline Analytics Report - SEMO

Personas / Moodboards / Architecture

Content Outline - Client Services

Determine URL Structure - SEMO

Homepage Comps (2 versions)

Revise / Finalize Homepage Design — Content Delivery From Client

Homepage Responsive Design

Design / Dev Kickoff
Deliver Preliminary Style Guide

Front End Markup - Homepage

Interior Page Designs (3)

Interior Design Revisions

Design All Remaining Interior Pages

Interior Design Revisions / Finalization

SEMO Audit (H Tags / Tracking)

CMS Outline - Client Services

Full Development Kickoff Meeting — Delivery of All Files to Dev Team

CMS Buildout - Backend Dev

Content Entry - Client Services

Finalize Front End Mark Up

Finalize CMS / Integrations

Begin Q/A - Full Team Testing

SEO Optimizations (Metas)

301 Redirects - SEMO

Beta Link to Client for Review

Final Q/A

LAUNCH

Client CMS Training - Client Services

SEO Post-launch Tasks

Internal Reporting / Project Debrief

30 Day Report