

# 7 Phases of Your Web Design Process

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## 1. Project Definition and Proposal

After reviewing your needs I will send a proposal including a basic outline of the work I see needs done including any associated costs. When the proposal is agreed upon we move forward and schedule your design process.

## 2. Content Provision

You will need to collect all of the materials – text, content, copy, photos and business logos, copy them to a CD or USB flash drive and mail them to me or I will pick them up. You may also want to create a list of links to web site designs you particularly like. Often there are elements of designs that can be emulated within your site construction.

## 3. Visual Design

Based on your materials and content I establish a custom design, look and feel by arranging all your visual elements together. At this point we try to narrow down exactly what you're looking for in terms of design and layout. I will email you a link to your visual page via a subdirectory of my web domain utilized exclusively for my clients. Your feedback is essential in the process and is welcomed. At this stage any element of the design can be changed. When this initial draft is approved we move to the next step.

## 4. Home Page First

Starting with your home page first I begin building your web site and navigation scheme. Site structure is very important to enable visitors to easily find the information they are searching for. It is also very essential in marketing your web site that you consider your USP "Unique Selling Proposition." Your USP is what separates you from your competition. This should be clear on your home page. Graphics, menus, links and buttons also begin take shape at this phase and include any resizing photos, photo optimization, color sampling and graphical editing. With approval of this final draft design then all other site pages and content follows.

## 5. Sub Pages Second

The sub-pages within your sight are now worked on until completion. Any forms, flash video and links are all added at this time. The final version of your site is complete.

## 6. Site Marketing

This is how people will find you. All searches on the internet begin with a search engine query and this is where you want to be found. Keywords, code, tags, effective search engine phrases and optional sponsored placement for your business will be evaluated and implemented during this phase. Final payment is now due.

## 7. Publish and Go Live!

Your new web site is published to your domain (www.yourbusinessname.com) making it available to the world!

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