WHAT TO EXPECT
WEB PROJECTS

1 Getting Started
When you accept a project proposal, we'll create a project timeline, sign a contract, and schedule a Web Discovery.

2 Web Discovery
Our Web Discovery is all about listening and learning. The web design and development process is a new experience for most of our clients, so we'll send you a few questions to get you thinking about your vision, strategy, and inspiration, which we'll then talk through in our conversation.

3 Research
After that conversation, our team will continue learning by researching current web development trends and your specific industry's audience, culture, and expectations.

4 Brand Brainstorm & Development
We'll gather all the notes, data, and ideas we jotted down during the Web Discovery and research process and plot a direction for content, design, and functionality. We'll develop a strategic site map—kind of like a flowchart—of your new website and share it with your team for approval. We'll also begin to define the SEO (Search Engine Optimization) keywords for the site, which are what determine how easily people can find it.

5 Building Wireframes
We'll start to create a sketch of the website in order to conceptualize how content and design will interact. This lays the groundwork for how a website is going to look and feel while still allowing us freedom to shift things around as the process continues.

6 Approval
You'll give your approval and revisions based on what you see in the wireframes. It won't look like a website yet, but you'll be able to understand the concept and general flow. If you have edits at this stage, we'll be sure to address those and any additional concerns before going to the next phase.

7 Content Development
Because our websites are content-driven, we'll start by finding a voice that fits your brand. With this voice, we can write meaningful content that moves your audience—and your brand—toward your goals. All of our content is tailor-made for each client and emphasizes site optimization so that your website will be easier to find.

8 Web Design
Based on the content and voice of your brand, our team will design a website that builds trust with your audience. We aim for simple, consistent, and relevant websites that are also adaptable so they can grow with you and your brand.

9 Photography
High-quality photographs help tell your story, but even more importantly, they directly impact potential clients' perception of your quality, expertise, and trustworthiness. We'll photograph your team, products, services, business culture, and environment to add to a photo database. Some of these will be used directly on your website, but we also want to set you up with resources to thrive in your future marketing efforts.

10 Web Reveal
This is the moment everyone's been waiting for! The Web Reveal is where we'll walk your team through your new website's design and functionality. We'll bring a completed prototype to help you reach your goals and live out your vision. After this meeting, we can make minor edits if needed, but we'll avoid the tempting-but-vicious cycle of endless revision so we can focus on developing and launching your website.

11 Web Development
We'll code and build out your website with a solid foundation so that it will be timeless and easy to update. It will feel modern, look fresh, and be ready for a long and healthy life.

12 Site Population
At this point, your website will look pretty complete. We'll fill it with content, upload photos, review the site, and test it with multiple people on our team. We'll incorporate more SEO by adding keywords and information. Safety is important to us, so we'll install security and optimization plugins, and we'll customize everything to your needs.

13 Site Testing
In preparation for site launch, we'll turn our attention to bug hunting. Our designers and developers will finalize the code on your website, and we'll do a final pass on content and photographs, ensuring that there aren't missing features or issues with functionality.

14 Soft Launch
Throw the confetti! Our team will launch your website, and then it's time to celebrate! We'll continue to have members of our team go through the website and look for any edits to content or links that might not be working correctly, just in case.

15 Hard Launch
Your website is done! By this point, we'll have triple-checked everything, and you'll be off and running.

16 Web Training
We'll provide you with hands-on training after your website launches, so you have the freedom and flexibility to update your own website as needed.

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