



# Fully Custom *Process*

What you can expect with your fully custom website and the process to get there!

- 
- A magnifying glass with a black handle is held by a hand with pink nail polish. The lens of the magnifying glass is focused on a list of five items. The background behind the magnifying glass is a light gray, semi-transparent image of a hand holding a stack of books.
- Strategy
  - Information Gathering
  - Graphical Design Process
  - HTML
  - Launch of the Website



# Strategy:

## Step 1 Competitive Analysis:



We gather a list of your competitors and perform an analysis of the top 3 competitors and their Internet strategies.

## Step 2 Top Competitor:

We identify your top competitor to benchmark against. This means that we will strive to make your website above and beyond that of your top competitor's website. We want your website to be the best in your industry.



# Strategy:

## Step 3 Logo and Corporate Identity:

We evaluate how your logo is currently being used on the web and in print. We analyze and determine how we can build a custom website around your corporate identity.



## Step 4 Current Marketing Material:

We look at all your marketing material such as post cards, business cards, letterheads, flyers and other material that represents your company. This will give us a better idea of what your business focuses on and what this website should convey about you.



# Strategy:

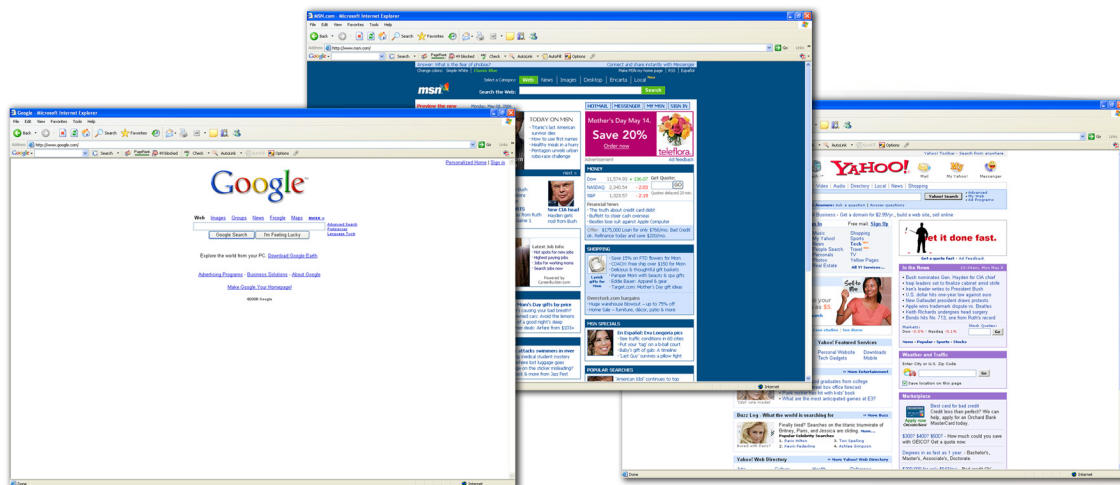
## Step 5 Cross-Platform Brand Marketing:

We specialize in Cross-Platform brand marketing for small and medium sized businesses. We developed this strategy to ensure that the various marketing messages are consistent and compatible when using website, email, and print. If you choose to engage our services in the future to perform email and print designs, you can rest assured that changes to the website are not required to accommodate print and email design requirements.



## Step 6 Search Engines:

We also offer services that get your website found in the free search results of the major search engines – Yahoo, MSN, and Google. We make sure that technologies incompatible with the Search Engine Optimization service are not used (for example – too much flash, too many database driven pages, etc. are bad for search engines).



# Information Gathering:

## Step 7 Info for the Site:

You provide us the information that you want available on your website, such as text and images. We need the original source files for the logo if possible.

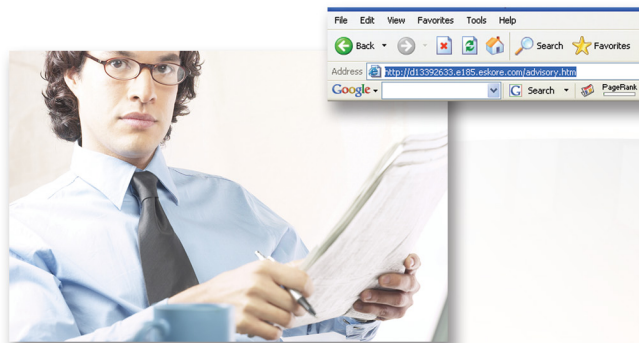
content



images

## Step 8 Hosting Info:

We need the hosting information for your current site, including the contact information of the current host, the ID and Password.



# Graphic Design Process:

## Step 9 Graphical Designs:

After gathering the relevant information from you, such as your marketing plan, your competitor's websites, your favorite website on the Internet, your company's favorite colors, etc. – our design team creates two designs to choose from. Both designs will contain the information you provided, but will be radically different from each other. They will also have a home page design and an interior page design.

Choice #1



Choice #2



## Step 10 Selection of the best graphical design:

Once we have created two designs for you (this will take about 10 business days), we will have a meeting where we preview the site with you. The purpose of this meeting is to evaluate the best design for your website. After you choose the design we will then adjust it with requested changes. We will make the requested changes (this will take 5 – 10 business days, depending on the number of changes).



# Graphic Design Process:

Fully Custom Process

## Step 11 *Preview of the Final Graphical Design:*

Once we have made the requested changes to the design you picked, we will have another meeting to preview the site. At this meeting, you can give your feedback and request minor changes. Minor changes include:

- a. Image changes
- b. Text changes
- c. Page Name changes



## HTML:

### Step 12 HTML:

Once you have finalized the design, it will be converted to html so that you can preview it as an actual website that's clickable.



### Step 13 Flash File:

After the graphical design is finalized, we develop a flash file for the home page. This flash file is typically 5 images with tasteful special effects.

flash file



# HTML:

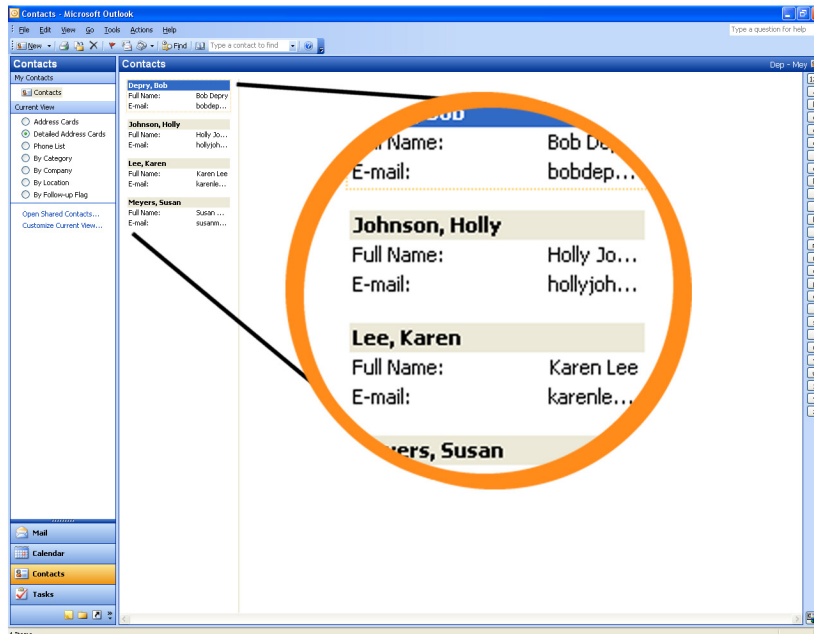
## Step 14 Photo Gallery:

Several of the pages that come with your fully custom website can be used to display images of the work you have done and that you want to display. The layout and display of these images will be decided in another meeting. We suggest a simple layout with 8 – 12 thumbnail-sized images at the top of the page with a larger image of the selected picture below (example is StephensonCustomHomes.com).



## Step 15 Email Addresses:

We need a list of email addresses from you that can be setup to forward to personal email accounts if requested.

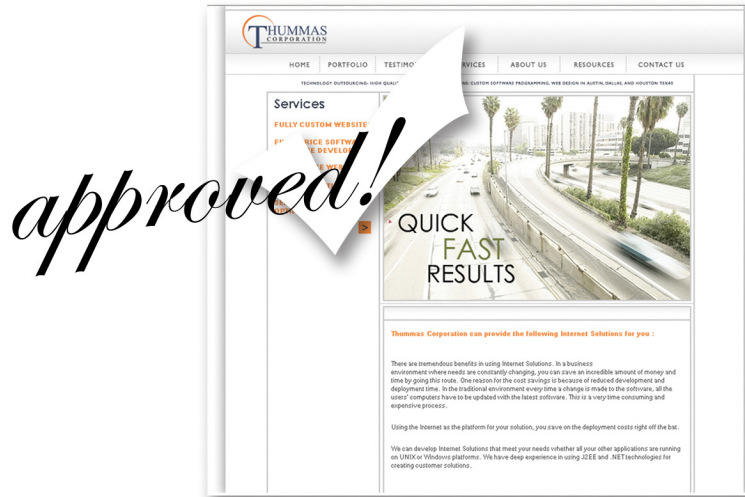


## Launch of the Website:

Fully Custom Process

### Step 16 Final Preview and Sign-Off:

The purpose of this meeting is to preview the site one last time and receive your approval to launch. We can also discuss the process for maintenance and change requests.



### Step 17 Launch!

If you have a current website, we will initiate the transfer of the site to our servers. This process could take up to 5 business days. We try to contact the host, but occasionally we need our clients to call and approve the switch. If you do not have a current site, we will launch the site the day of the Final Preview and Sign-Off.

