

# WEB PROJECT LIFE CYCLE

1

## EVALUATION

- Identify existing site successes and failures
- Identify business objectives
- Recognize industry-specific needs
- Recognize company-specific needs
- Establish new site purposes and goals
- Define audience/user profiles
- Define technology constraints (hosting in-house or outsourced?, platform?, security constraints?)
- Identify maintenance resources (dedicated webmaster?)
- Identify content creation resources (internal copywriter(s)?)

2

## ASSESSMENT

- Establish roles
- Define deliverables
- Set milestones and deadlines
- Gather brand elements and key messages
- Create site map – review and revise
- Create data model – review and revise
- Create plan and schedule for content management and site maintenance
- Approve site map & SEO framework
- Perform user task analysis

3

## DESIGN AND DEVELOPMENT

- Domain name & ISP setup
- Present skeletons to establish navigation and layout – review and revise
- Approve skeletons
- Present 1st round home page designs - review and revise
- Present 1st round sub page designs - review and revise
- Approve home page design
- Approve sub page design
- Develop SEO optimized content and message hierarchy

4

## PRODUCTION

- Build HTML templates
- Develop CSS style sheets
- Integrate any Javascript or DHTML (rollovers, pull-down menus, etc.)
- Integrate any flash, video, or plug-in content
- Aggregate content into templates
- Integrate with existing technology (back-end, forms, intranets, web analytics, etc.)
- Create friendly page-not-found error pages

5

## TESTING AND QA

- Check links and HTML validation
- Check spelling and page titles
- Check for accessibility compliance
- Check for proper SEO optimization
- Perform browser/platform matrix test
- Perform user testing
- Begin knowledge transfer (HTML templates, style sheets, etc.)
- Create redirects to manage broken links

6

## LAUNCH

- Upload final files to live server
- Update search engine registration
- Update any pay-per-click links
- Inform partners of any link changes, if necessary
- Complete knowledge transfer

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