

# WEB PROJECT LIFE CYCLE

## stage 1.

### EVALUATION

- Complete preliminary web evaluation form
- Identify existing site successes and failures
- SEO/SEM audit
- Identify business drivers
- Recognize industry's and company's specific needs
- Gather brand elements and key messages
- Establish new site purposes and goals
- Define audience/user profiles
- Identify IT criteria and constraints
- Identify content creation and maintenance resources

### GAME PLAN

- Establish roles of project participants
- Define deliverables
- Set milestones and deadlines
- Assess document accessibility
- Define information architecture
- Refine brand elements and key messages
- Establish a platform and workflow for content review
- Set up the extranet staging area and assign access
- Research and Identify keywords for SEO

## stage 2.

### DESIGN AND DEVELOPMENT

- Approve site map & SEO framework
- Domain name & ISP setup
- Present skeletons to present navigation flow and homepage elements
- Approve skeletons and site map
- Create key message/storyboard for homepage Flash
- Home and sub page designs - review and approval
- Content development, review and approval

### PRODUCTION

- Chop and code HTML templates
- Establish CSS style sheet
- Integrate any Javascript or DHTML
- Integrate any flash, video, or plug-in content
- Aggregate content into templates and/or CMS platform
- Integrate with existing technology and systems

## stage 3.

### TESTING AND Q&A

- Check links, HTML validation, spelling and page titles
- Check for basic Section 508 compliance
- Check for proper meta content
- Perform browser/platform matrix test
- Perform user testing
- Begin knowledge transfer and CMS user training
- Install Analytics
- XML sitemap creation and submission to search engines

### LAUNCH

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