

Website Design & Development Process

1. Information & Research

Meet with client -
Gather information:

- Review questionnaire
- Objective/purpose
New website or update an existing website
- Goals and expectations
- Pages requested
- Timeline

Website Goals:

- Share information
- Display images
- Sale products or services?
- Improve branding and work on online visibility?
- Write blogs

Research your target audience:

Audience: Adults, teenagers or children?
Do you have a plan on how to target your audience?

2. Plan

Create the website's
sitemap. and wireframe

Sitemap: Website's
pages hierarchy.
Information collected in the
information/research
stage to create a user-
friendly and structured
website.
Page organization.

Wireframe or mockup:
Provides a visual
description of a site.
Color scheme, layout
and images.

Decide functions and
features.
Some functions include
user login, email,
external links and
calendar.

3. Design

Design according to the
target audience.

Hierarchy of
information:
What should the viewer
see first?

- Logo, name, images,
videos, graphs, etc.,

Pages should be
structured
systematically for
consistency.
The logo, title,
navigation menu and
footer layout should be
the same on all pages.

Color scheme should
be consistent and
reflect the tone and
theme of website.
Chose 3 to 5
complimentary colors
or more if necessary,
based of targeted
audience.

4. Written Content

Client writes content.
Content should engage,
inform and grab the
views attention.

Modify content with
headings, subheadings,
tags, etc. so that the
viewer can easily locate
information.
Less is more – Call to
action
tabs/headers/fonts to
grab attention.

Content Checklist

1. Fulfill business objectives?
2. Expand brand awareness?
3. Makes visitors aware of products or services, produce leads?
4. Attracts clients for the business.

5. Development

Start making the
website.
Developer writes the
codes for website

The landing or home
(main) page is created
first and then all other
pages are built
according to hierarchy.

Developer presents
pages to client as they
are built for review.

6. Testing

Check and test all
pages, scripts and links
before launching the
site.

Validate
responsiveness,
layout/design and
cross browser
compatibility.

7. Maintenance

After the site launches,
post development
support

If requested, content
management of live.

Before processing to step 2,
discuss initial projected costs.