

# Website processes and timings

01

## PLANNING

🕒 3 weeks

- Competitor review
- Understand existing site analytics
- Site objectives, audience purpose and success measurement
- Site map and deliverables (e.g. multi language site?)
- Desktop wireframes all pages (review for content per page, flow through site)
- Mobile wireframes (critical pages only)
- Agree roles and responsibilities
- Clear brief of what needs to be done and by when
- Timing plan and budget
- Any integrations e.g. with Salesforce, Mailchimp, Pipedrive etc.
- Access to the existing site CMS

### What needs to be signed off:

- Site map
- Wireframes
- Budget & timing plan

02

## DESIGN

🕒 4 weeks

- Homepage style design options
- Sign-off website design style (based on homepage style)
- Roll out design style across all desktop pages
- Sign-off desktop pages
- Resize all desktop pages for responsive screen sizes
- Import 80% draft copy into designs
- Export all assets and create style guide for developers

### What needs to be signed off:

- Design style
- Desktop pages

03

## COPY

🕒 8 weeks

- Google keyword research
- Brand key messages per page
- Agree brand/ website tone of voice
- Draft copy document
- Polish copy to approx. 80%
- Refine and sign-off copy
- Meta tags and meta descriptions
- Legal/ compliance copy e.g. Cookie and Privacy Policies

### What needs to be signed off:

- Website copy
- Legal/ compliance copy

04

## DEVELOPMENT

🕒 6 weeks

- Confirm CMS specification
- Confirm interactive functionality/elements
- Site development
- Migration of any existing content

### What needs to be signed off:

- CMS specification

05

## QUALITY ASSURANCE TESTING

🕒 3 weeks

- Staging site for testing
- Internal testing: content, functionality, formatting
- Bug fixing
- Final copy uploaded, incl. meta tags and descriptions
- Site signed-off for launch

### What needs to be signed off:

- Test site

06

## LAUNCH

🕒 1 weeks

- Migrating the site from a staging to a live environment
- Form tests
- Changing DNS records, pushing the new site live
- Analytics and reporting setup
- Redirects
- SSL certificate

### What needs to be signed off:

- Live site

07

## ONGOING

- Training, ongoing support
- Maintenance
- Plugin updates
- New content

10-16 weeks is a good guide but it does depend on the size and complexity of the site  
Some processes can run concurrently

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