



Website Process Steps

General Website Process Overview

Based on client input, Praxis will first provide a navigation chart and functional specification defining how the site will be structured and interact with visitors. The functional specification will define both the user experience and administration functions of any special utilities or programming planned for the site's development. The functional specification will also indicate how the website's goals will be accomplished.

Praxis will then provide up to three initial concepts of the main/home page of the website. After client feedback, Praxis will refine one concept for the Index page and develop the interior site structure layout. After further review and any necessary adjustments, Praxis will submit the final layouts of the home and interior page templates for approval.

Once this initial step is completed, the site development process will begin. For all stages in the process, Praxis will internally review, approve, then provide a viewing sample for approval by the client. As each area is individually approved, the site should be completely 'client-approved' prior to launch, thus preventing last minute delays in launch or unexpected costs due to revisions.

When the site is completely developed, approved and launched, post-launch testing and follow-up work begins immediately.

Step 1 - Client Input

A. Marketing/Strategic

1. General objectives

- a. Describe any general objectives you want the new site to achieve.

2. Major functions to meet objectives

- a. Describe what you want visitors to know about you when they arrive at the site.
- b. Identify three main competitors, and indicate the market leader.

3. Measurable goals

- a. Describe what you want or expect visitors to do once they arrive at your site.
- b. Provide a list of search terms visitors should use to find your website.

4. Describe scope of material to be included in the new site.

- a. Should all the product material to be searchable from a database?
- b. Should the site include a product selection/finder tool to identify the part by user-selected criteria?
- c. Should the site offer a side-by-side comparison of several similar products?
- d. Should the site offer a competitive part tool that indicates client's equivalent of other brands? (Client must provide comparison chart.)
- e. Describe any other content on the company, contact information, news/events, reps/dealers, partners, markets and applications, etc. that is desired for this site.
- f. Should the site offer submittal forms for quotation requests, general inquiries, etc?
- g. Should the site offer a visitor registration feature for premium content, newsletter, etc? (This is important for collecting addresses for future permission marketing.)

B. Technical

1. Indicate preference for content creation/updating method
 - a. Built-in content management system (CMS) for client to self-administer content uploads and revisions
 - b. Website editing program
 - c. Praxis to handle updates/revisions on request
2. Will the site naming (domain) be the same as it is now or is a new domain planned?
3. Provide input on search terms the site should rank well for.
4. Site traffic analytics tools, unless otherwise requested, will be installed by Praxis.
5. Identify possible duplicate contents on other websites (partners, channel sites, previous sites with existing content, etc)

C. Preferences

1. Provide addresses of two or three websites admired for their design, usability, and functionality, and describe what you like about them.

D. Content

1. Provide any company guidelines, brand standards
2. Define the Corporate colors
3. Provide high resolution images (products, company facilities, etc)
4. Describe desired copy, treatment, and sources (TBD)
5. Provide any existing brochures, press releases, flyers, catalogs (PDF format)

STEP 2 - Planning by Praxis

A. Functional Specification

1. Provide written plan based on client input
2. Provide weblog reporting
3. Develop conversion measurement plan

B. Architecture

1. Plan site structure (universal navigation), home/index page & second level pages
2. Plan third level pages and PDFs

3. Review, revise or create meta data
 4. Optimize copy if pertinent
 5. Plan to track links on site (Weblog)
 6. Plan site search and site map
 7. Perform secondary internal linking (other than universal and main third level navigation)
 8. Identify and correct backend or server side systems issues
- C. Design
1. Develop Home/index page
 2. Develop Second level pages
 3. Develop Lower level pages

STEP 3 - Development by Praxis

- A. Praxis will create pages and populate with existing content, if available.
- B. Praxis will develop new copy in draft form based on the site's objectives, from materials supplied and input from interviews with the client staff.
- C. Pre-launch testing
 - a. Once the site has been completed, Praxis will conduct a number of tests, including:
 - i. Compatibility with various browser types
 - ii. Check all internal links, images, analytics code, dynamic tools

STEP 4 - Launch/Post Launch

- A. Notify search engines (site verification & indexing)
- B. Install 301 redirects of old pages
- C. Test all forms
- D. Maintain checking for search engine awareness
- E. Provide client training on the content management system (if applicable)

- F. (Client) Notify customers and issue press releases
- G. (Client) Re-point incoming links (if new domain or reworked site)