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## Our Consultative Website Development Process

Webmaster, Inc. approaches website development from an organic perspective. The more that is accomplished during the pre-production planning and strategy stages of site development, the more flexible the ultimate implementation will be. Our process is broken into the following components:

### A. Discovery/Needs Analysis

Webmaster, Inc. works with clients to create a list of needs and wants, to identify basic structural requirements, and to brainstorm potential solutions and enhancements. This also helps define the role of the website within the organization's business and marketing plans. Elements discussed include:

#### i. Content

Webmaster, Inc. works with clients to outline their website's goal(s), structure, and the pieces of information that need to be included.

#### ii. Interactivity & Technology

Once everyone has a fairly solid idea of the services and content the website should provide, we can identify the types of interactivity required and the technology needed.

#### iii. Design

Website design is a critical component to the success of every website, and it is tied inextricably with the content and services that will be provided. During this phase, usability requirements are identified, as well as an overall theme and graphical approach. With a comprehensive understanding of these elements, the design and structure will meet the needs of the resulting website.

### B. Graphics Creation

Based on the design decisions made in the previous stages, Webmaster, Inc. provides our clients with suggested design(s) that show overall site navigation styles and graphical themes. At this point, we ask our clients to select the elements that match their vision, after which Webmaster, Inc. provides a final mock-up.

### C. Implementation/Development

The Implementation and Development phase is entered into after the above phases are completed and agreed to by both parties. At this point, all content and associated materials provided by the client are due. In cases where the content is to be determined (TBD), placeholder pages can be implemented, but it is strongly recommended that the majority of the content be at the very least defined so that the website structure properly accommodates it.

All technical aspects of website development are encompassed within this phase, including code structure, database normalization, overall architecture, and the actual coding process. Testing and functional verification are also key components.

### D. Training

Webmaster, Inc. provides email, over-the-phone, or comprehensive on-site training with all staff responsible for website maintenance on an as-needed basis.

### E. Sign-Off

Once the project is complete and all the requirements have been met or exceeded, the client performs a final review. Barring any errors or modifications, the client is expected to sign off on the project at this time.