



## Site Design + Build + Maintain › Plan

We treat every website project as a custom effort designed to support the unique needs of our clients, their content and specific user-audience. We research, plan and price out each project based on its distinct properties.

That said, all of our website projects follow a foundational script. Incorporating lessons and techniques learned over dozens of productions and fed by iterative industry standards, this evolving process allows us to deliver custom solutions with consistent efficient results.

*The following project template informs every site we build:*



### DESIGN «

- **Discovery:** R&D client & industry, identify audience, contextualize use-study, analyze competitors
- **UX:** deep dive analytics review, audit / inventory site-content, funnel research into wireframes
- **UI:** visual identity development of custom theme + static design draft-to-final process (as needed)
- **Prototype:** installation / implementation of site theme as dynamic working sample (online)



### BUILD «

- **Pre:** set-up hosting / dev-acct / third-party IT services (as required) + analytics (if none)
- **Production:** build-out UI templates + support plugin implementation › SEO, security, events, etc
- **Optimization:** conduct keyword research, craft strategy into initial compliant meta-data layer
- **Content:** assembly, organization, migration and insertion of site content › text / media



### MAINTAIN «

- **Launch:** perform final QC, domain records management, sitemap + analytics confirmation (post)
- **Ongoing:** style-guides / tutorials (as needed) + serial design, code, content maintenance support
- **Optimization:** perform regular Site Software (SSO) + Site Content Optimization (SCO) sessions  
» *see our optimization program docs* ★

Contact us today. Inside a quick conversation we can draft a plan, plot an estimate and get your project off-the-ground — let's start that conversation!

