



Site Design • Build • Maintain

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.

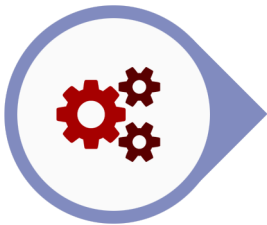
That said, all of our website projects follow a foundational script. Incorporating lessons and techniques learned over countless productions and fed by evolving industry standards, our process delivers custom solutions with consistent efficient results.

The following project template informs every site we build:



Design ›

- **Discovery:** R&D client and industry, identify audience, contextualize site use, analyze competitors
- **UX:** deep dive analytics reviews, site-content audit + inventory funneled into layout wireframes
- **UI:** visual identity development of custom theme + static multi-device design draft-to-final process
- **Prototype:** installation / implementation of site theme as a dynamic working sample online



Build ›

- **Pre:** set-up + configuration of hosting / platform + third-party IT services, as needed
- **Production:** UI page template creation + support plugin implementation › SEO, security, events, etc
- **Content:** assembly, organization, migration and insertion of all site text / media / feature content
- **Optimization:** keyword research + on-site content strategy funneled into compliant meta-data



Maintain ›

- **Launch:** final QC and pre-launch checklist, domain records management + post-launch checkdown
- **Ongoing:** style-guides / tutorials (as needed) + serial design, code, content maintenance support
- **Optimization:** regular Site Software (SSO) + Site Content Optimization (SCO) update sessions ★

★ *See our Optimization Program Plans*

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!

