



### Website Development Plan of Attack

1. **What do you want?** Make a list of everything you want on your site; all hopes and dreams, leave nothing out at this point. (podcasts; streaming video, everything)
2. **What do you like?** Visit other sites similar to yours or similar to your niche product. Make notes of what you like and don't like; color schemes, format, etc. Even visit sites that don't have anything to do with your product and note the same; there are tons of ideas out there that can be incorporated into your site.
3. **What are your priorities?** Make a list of priorities for your site. What needs to be there right away and what can be posted later. Make a time line for how your site will evolve. Most sites are completed all at once but depending on the complexity of your site, it can be completed in stages.
4. **Purchase your Domain Name and Secure Hosting:**
  - a. Domain Name is your URL ([www.cutandpastedesign.com](http://www.cutandpastedesign.com))  
Godaddy.com is a good place to research if your name is available and they have good prices for purchase.  
(Can purchase on a yearly basis or more for discounts.)
  - b. Hosting is where your site resides. There are many companies that offer this service. Do your research and pick a company that has been around for a while. Take bandwidth and size of site into account. (If you have lots of streaming video and audio, you will need much more space than a basic html info only site.) Most often you can also get free email addresses and other perks, so decide what you want and research multiple companies for the best deal.
    - i. Godaddy.com does hosting at reasonable prices
    - ii. Convergent Internet Solutions (cisaz.net) is also good and is local (Tempe, AZ)
    - iii. Purchase of a hosting plan can wait until the site is ready for posting. No sense in paying for a service that you don't yet need! But research and decision making at this point are essential.
  - c. Your web developer can give you pointers on domain names and hosting but it is up to you to purchase and maintain these accounts.
5. **Put it all together:** Once the top three are done; compare notes, decide what is most important and what you really don't need. This is the point where you can get together with your web developer and hash everything out.
  - a. Color Schemes
  - b. Navigation
  - c. Content (what goes on what page)
  - d. Etc.
6. **Quote Approval:** After all hopes and dreams are conveyed to the developer and the initial meeting is complete; a quote will be written up with costs of your dream site. Once the quote is approved; concepts will commence.



7. **50% of initial Quote is due upon quote approval. (Non-refundable)**
8. **Concept Creation:** At this point the web developer will come up with concepts for your site; 3 concepts with various color schemes and navigation taking into account your information given from number 5.
  - a. Concepts will include a beginning site map of all pages and content, so your developer will need a strong idea of what you want and where at this point.
9. **Concept Approval:** Once the 3 concepts are done; this will be your chance to tweak them. There may be aspects of one or more that you like and this is the point where they can be combined and changed. Once the final concept is approved; this is what your website will look like. (A one time major design change is included for free after concept approval but this will slow down the development of your site. Any major changes after that will be charged on a per hour basis.)
10. **Gather your Information:** This is an ongoing process but should be started from the very beginning and the bulk of it should be complete by the time your concept for your home page has been approved. The web developer will need the majority of your content (text, photos, streaming video, podcasts, etc.) at this point to get started on making your site a reality.
  - a. **Any delays in delivery of information WILL cause delays in the development of your site.** The web developer can only work with information in hand, no information from you, no guarantees of deadlines from developer.
  - b. **Break up all of your information by page.** (If saving on a disc, emailing or via ftp; put all text and images into separate folders for each page, so it's clear as to what goes where.)
    - i. Home page
    - ii. Contact Us
    - iii. Links
    - iv. Podcasts, etc
  - c. Label images, podcasts and video content clearly. Makes sure your web developer knows what it is and where it should go (what page and in what order if there are multiple items per page.)
11. **Sitemap Approval:** Once all of your information is delivered to the web developer, they will then sort through all of the information and update the sitemap. This will be sent to you for approval. Any missing information will be noted. The sitemap will also note the timeline of events to be posted, if items are to be posted for a later date.
12. **Development of the Site:** This is where the web developer will get down to business and start placing your content into templates and fleshing out the site itself. Once a first round of the site is complete; it will be posted on the developers' site for you to see. (It will be "live", but won't be on your domain, so will be "hidden" from casual eyes.)
13. **Proof the Site:** Once the pages are updated; this is the time for you to carefully proof every single aspect of the site. Do the buttons work



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correctly? Is everything spelled right? Is the content where you wanted it? The web developer will proof all of these things, but it's your site, so you need to make sure it is how you want it and all of the information is correct.

14. **Final invoice will be updated and Approved (to include final page count and any other additions such as interactive media, slide shows, or any hourly rates incurred due to changes.)**
15. **Changes Made:** Once you have proofed the site; let the web developer know of all changes that need to be made and they will be updated accordingly.
16. **Final Approval:** Once the changes have been made; the site is essentially complete. When you have given your final approval; the site will be uploaded to your hosting server (need to purchase now, if you didn't already.). Your web developer will need the logon and password information to your hosting site so as to accomplish this. Once complete...
  - a. You will receive a disc of your completed site
  - b. Your site will be live within one week of final approval.
17. **Final Payment is now due.**
18. **Maintaining and Updating your Site:** Your web developer will be happy to update your site as needed on a daily, weekly or monthly basis. Just ask for a quote for updating services if one has not already been provided.