Lyn Bayliss

Website Development Process for Dynamic Content Managed Solutions (CMS)

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Client Introduction or Job Briefing

Initial meeting - **open discussion** on existing website and future functionality desires!

and/or

Receive client brief and respond.

Brainstorm with Key Stakeholders (optional)

Informal **meeting of key stakeholders** and other interested parties.

Participants may include sales, marketing, administration and financial personnel.

Sitemap and Ballpark Estimate

Present sitemap, ballpark estimate and technology recommendation.

Agree on project scope, proposed timeline and ball-park estimate.

Deposit now due 30%

Define Scope and Functionality

Commence **defining functional require-ments** specification or outline document.

All parties to **sign-off**.

Initial ballpark estimate can now be firmed.

Design Conceptual Web Pages

Design **homepage and selected secondary pages** for client feedback and **approval**.

All **client artwork and images** should now be received.

Real 'copy' is helpful

Collate Website Content - Images and Copy

Client to commence collection or write **website content**.

A specialist web copywriter may be used to ensure high-quality copy and 'natural' links.

Copywriter not included in project estimate.

Templates and Forms Completed

Design / HTML of web pages, templates and forms are completed and **approved by client**.

Ready to commence development.

Second payment now due 40%

Build / Development / Testing

The Functional Specification and HTML web pages are used to **build the bespoke or customised CMS website** and data-base

Internal QA (Quality Assurance) testing phase.

Client Testing / (UAT) User Acceptance Testing

Client to **test website on develop-ment servers** by entering content and imagery before going live.

Bug fixing and user feedback is captured.
All parties to **sign-off.**

Preparation to go LIVE

Administration tasks must be completed including email redirections or additions, server updates /transfers with ISP and hosts.

Promote Live Site.

Final payment now due 30%

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