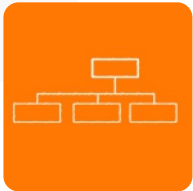*Every project goes through our 4 phase design process, to ensure a thorough understanding of the requirements and expectations, and to keep you in the loop, with the ability to provide feedback.*

PLANNING

Requirement Analysis

First we have a discussion to get to know each other and gather information about your business. The purpose, target audience, competition, existing content and features of your new website, will allow us to determine your requirements.

Content Sitemap & IA

Using your requirements and information, we will plan the information architecture and map out the page structure required for the website. A sitemap will be provided for you to review, and we can make revisions before continuing to the next step.

Project Brief

We provide you with a project brief that will act as a reference for the duration of the project and includes project requirements, the content sitemap, information you must provide, our search strategy, costs involved and payment milestones.

DESIGN

Visual Mock-ups

We create mock-ups of the key pages to show you how the website will look and present the color scheme. Responsive design snapshots will also be provided.

Review and Approval

Once we have provided you with the visual mock-ups, we will go through a cycle of reviewing and tweaking the design mock-ups with you, as the final step before moving on to the development phase.

DEVELOPMENT

Install & Configure Software

We setup your account on our servers and configure the website settings to suit your new website. Hosting & email migration can be handled now or at the launch of your website, depending on your current website software.

Build Template, Setup Page Structure and Content

We build and setup your template within Spinsoft CMS, ready to accept content. We create the initial page structure, enter any content based on the initial project plan, and prepare the CMS for any content that you will be entering yourself.

LAUNCH SEQUENCE

Content Authoring

If you are managing your own content we provide logins to your content authors and guide them through the process of adding any content (pages, products) that are required before launch.

Client Acceptance Testing

You now have a chance to test your site and confirm that it meets the objectives and requirements of the project. Here we can go back and make any necessary adjustments that were within the scope of the project.

Instructional Training

We will provide a set of specific step by step instructions tailored to the ongoing tasks you will be performing within the CMS.

Launch, Support & Maintenance

Your website will be launched and submitted to the appropriate search engines.

Once the website is deployed, Spinsoft is still here for support. We provide ongoing support for your business and website administrators for the years ahead as you continue to use our services.