website design

integr8 business tools

BEST PRACTICE

a step by step approach

initial idea

1. work with your graphic designer to confirm your logo and style guide
2. create a wireframe layout of your website to use as a starting point to the design process
3. ensure you have properly registered your domain name and any intellectual property/trademarks
4. decide whether you require e-commerce functionality on your website
5. establish the keywords you are going to use for building your SEO presence
6. ensure you build a strong social media presence e.g. facebook, twitter, linkedin and blog integration
7. prepare between 75% and 100% of the website copy before moving on to the design stage
8. decide on the content management system (CMS) you believe will best suit your business
9. prepare a scope of works project guide to organise tasks and relevant deadlines
10. obtain tender quotes from two or three web design companies and compare
11. work with your web developer to start building your website
12. conduct usability reviews with your target audience at the halfway mark and when finished before going live
13. have a professional undertake a full review of the copy for spelling and punctuation
14. ensure you activate google analytics from the time your url goes live
15. ensure you launch your site with an SEO campaign as a minimum
16. collect ongoing user feedback and use it to improve and update your website moving forward

final concept

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