

Workflow Plan for Small Business Site

Preparation

- Site specification development
- Information Structure
 - Purpose of site -- Primary short term goals and Secondary long term goals (what do you want to accomplish, what do you want the end user to accomplish?)
 - Audience definition -- Industry, Education, Male/Female, Age, etc.
 - Site map (list of pages, technology, customization, other)
- Preparation and signing of contract, schedules & budget, 1st invoice & payment
- Set up paper and digital filing system

Page Design

- Design Palette (colors, fonts, monitor size design point, “Tag” lines, copy of business cards, letterhead, logo, etc. for branding consistency)
- Technology & Interactivity Requirements – Forms, Flash, CMS, Gallery, E-commerce, E-Mail Capture, Custom CMS (News, Jobs, Pages, Gallery, Downloads, Media, Video, Tags/Links)
- Create page prototypes in graphics program
- Produce logo, header graphic, buttons, other graphics
- Build first page draft, including header, footer, and navbars - get feedback
- Second draft – Get feedback
- Third draft, final
- Send 2nd invoice

Page Template

- Write basic style sheets and link
- Add meta tags – Keywords, Title, Description
- Add comments – Legal, copyright, disclaimers, acknowledgement
- Create DW template, make includes out of header, footer, and navbars

Home Page

- Select and prepare graphics, build page
- Get 2 rounds of feedback
- Finalize (design, technology, critical page elements, “Tag” line, “what the site is about”)
- Manage gathering of content from client or other content creator (editor, writer, developer)

Other Static or Dynamic Pages

Build CMS pages – News, Jobs, Pages, Gallery, Downloads, Media, Video, Tags/Links, etc.
Build Static pages, get 2 rounds of feedback
Finalize All

Test, troubleshoot, correct, and polish

- Browsers to test – IE 5, 6 7, Safari, Mozilla, Netscape, Opera, Domino
- Platforms to test – Windows 98, XP, 2000, Vista, OS/2, Mac/OSX
- Other test configurations

Set up hosting (and transfer domain names, if necessary)

- Designer – If designer is the host company, then the following is not required
- 3rd party host company – Provide company name, URL, User ID, Password, control panel link, other.

Launch Site

- Upload all files to production server
- Regression test, make adjustments if any
- Submit to search engines (if included in contract)
- Set up email, show client how to access site statistics (if provided on server)
- Send final invoice

Comments/Notes:
