

JUMP-START GUIDE



OUR WEBSITE DEVELOPMENT PROCESS

Our Jump-Start Guide provides you with a roadmap of our website development process. This guide will give you an idea where we're at throughout your entire project. A side benefit of the guide is that it allows you to plan ahead and have content ready before we ask for it. This will help speed up the project and get your website live quicker! In addition to speeding up the development process, this document will also help you figure out how to start planning for your project. If you have any questions, we'd love to hear from you!

PLANNING

- ✓ Determine What Type of Website is Needed
- ✓ Website Name (Domain Name) Research
- ✓ Competition Researched
- ✓ Relevant Keywords Researched
- ✓ Website Title Chosen
- ✓ Website Host Chosen and Registered - **First Year FREE** (If Using 431MEDIA Hosting by GoDaddy)
- ✓ Website Domain Name Chosen & Purchased
- ✓ Website Structure and Organization Established
- ✓ Articles/Resources Provided/Researched
- ✓ Search Engine Submission Prepared
- ✓ Review Search Engine Submission Results (1-6 months after public release)

DESIGN

- ✓ Logo Designed or Converted to Digital Format
- ✓ Color Scheme Researched and Presented
- ✓ Layout Design Researched and Presented
- ✓ Color Scheme Chosen
- ✓ Layout/Design Chosen
- ✓ HTML and CSS Coding Design
- ✓ Content and Articles Added
- ✓ Review Web Standards
- ✓ Validate Code
- ✓ Check Website with Multiple Browsers
- ✓ Check Website with Other Computers
- ✓ Check Website with Various Screen Resolutions
- ✓ Edit and Review Website Presentation
- ✓ Test Website (Testing Time-Frame Based on Size of Website)
- ✓ Test Links
- ✓ Google Analytics Account Created
- ✓ Google AdWords Account Created
- ✓ Search Engine Submission

WEBSITE MAINTENANCE

- ✓ Frequently Update
- ✓ Monitor Social Media Results
- ✓ Check for Errors
- ✓ Check for Bad Links
- ✓ Keyword Review and Update
- ✓ Check Link Popularity
- ✓ Review New Technology
- ✓ Review Web Standards and apply
- ✓ Check Site Statistics
- ✓ Add New Content
- ✓ Check Links
- ✓ Validate Code
- ✓ Check Web Page Descriptions
- ✓ Check Web Page Titles
- ✓ Review Meta Tag Standards and Update
- ✓ Review Top Searches from Search Engines (potential new content ideas)