



ADLA WEB DEVELOPMENT PROCESS



WEB
DEVELOPMENT
PROCESS

PHASE 1: CREATIVES

In this pre-production stage, we must understand the mission, purpose, and goal of the web project and implement a creative strategy to lay the groundwork for development. We will use the input of the respective experts to set objectives, form content, and conceptualize the designs in order to bring together all ideas on how to move forward.



INFORMATION GATHERING (1-2 WEEKS)

- Identifying purpose, goals, & direction
- Scoping project timeline
- Marketing strategy
- Research competition/market



CONCEPTS (1-2 WEEKS)

- Establishing a sitemap
- Outlining a flowchart
- Drafting wireframes
- Determining resources needed



CONTENT BUILDING (2-4 WEEKS)

- Writing content
- Following SEO content principles
- Videos, graphics, photos, and other media.
- Finalizing approved content



DESIGN (2-4 WEEKS)

- Screen mockups
- Mobile & desktop variations
- Designing for audience
- Specs & assets



PHASE 2: PRODUCTION

For the second phase of the web project, we will shift our resources into the hands of the development team. We will maintain weekly follow-ups for progress until we reach the Alpha stage launch. During this time, we will use internal discussions on how to improve the user experience.



DEVELOPMENT (4-8 WEEKS)

- Server & database setup
- CMS integration
- Coding framework
- Clean code formatting for SEO



ALPHA LAUNCH (1-2 WEEKS)

- Internal launch
- Project Manager review
- Address bugs, issues, & glitches
- QA doc



PHASE 3: LAUNCH

The final process of the project will focus entirely on the successful launch of the website. Once we are satisfied with internal reviews, the website will move into a Beta stage that can be accessed by the client. They will provide feedback to make any final changes before heading into a final launch. No design changes can be made at this time. A full launch should coincide with news announcements across related media platforms and press releases, if necessary.

VII

BETA LAUNCH (1-2 WEEKS)

- Launch for client
- Address any unresolved issues
- Client feedback
- Team feedback

VIII

FULL LAUNCH (1-2 WEEKS)

- Global launch
- Launch newsletter
- Social announcements
- Feedback from all



PHASE 4: GROWTH

This 'pseudo phase' consists of ongoing work, handled by the Webmaster and SEO specialist. The Webmaster will ensure software is up-to-date, optimize the website performance, and monitor security. The SEO specialist will provide data analytics & insights, find opportunities for growth, and track goal progress on the site.

IX

MAINTENANCE (ONGOING)

- Software upkeep
- Website security
- Site speed optimization
- Updates to content

X

SEO (ONGOING)

- Ad campaigns
- Google Analytic reports
- Tracking action-oriented goals
- Google Webmaster tools

