



PHASE 1

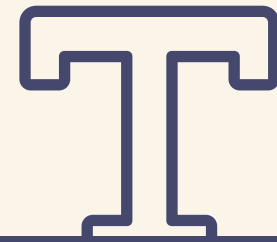
Project initiation

Objectives:

To get to know each other and set mutual expectations in terms of scope and ways of working. To digest all project background information and brand identity. To plan the rollout of the project and timeline. To research and select appropriate technical tools.

Deliverables:

- Project kick-off meeting
- Agreed site map
- Approved project plan and timeline



PHASE 2

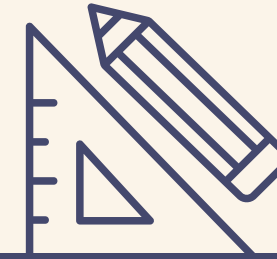
Content co-ordination and refinement

Objectives:

To collate all website content (visual and text) and adapt for digital, including SEO and UX considerations. To prepare and finalise all content.

Deliverables:

- An approved content document
- A bank of selected and prepared visual assets



PHASE 3

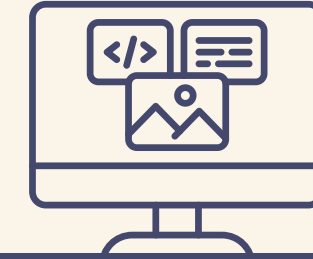
Website design

Objectives:

To establish a look and feel for the website, based on brand identity, user journey and page requirements. To co-ordinate all visual assets and design the layout of content on each page.

Deliverables:

- An approved set of mock-ups of selected website pages
- An approved set of visual assets prepared for build



PHASE 4

WordPress build

Objectives:

To build out pages according to the approved mock-ups and populate with content and visuals.

Deliverables:

- An explorable, working first iteration of the full site on a development domain.



PHASE 5

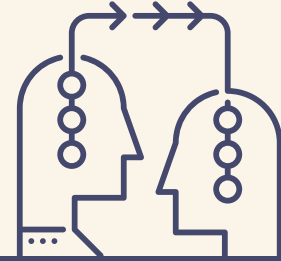
Testing and finalisation

Objectives:

To run responsive testing against devices and browsers. To run site speed and functionality testing. To ensure thorough implementation of SEO as well as security measures, and bed down systems for constant monitoring.

Deliverables:

- A fully-functional and thoroughly tested website
- Best practice SEO



PHASE 6

Training

Objectives:

To ensure that the nominated person or team within your organisation is able to manage and update the website without the need for specialised web design or development expertise.

Deliverables:

- Video call tutorial
- Recording of video tutorial



PHASE 7

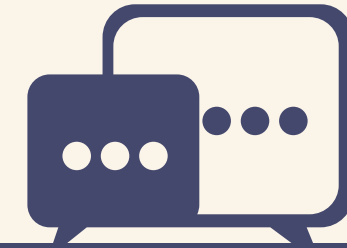
Ongoing support

Objectives:

To handle any post-launch niggles and fix any technical issues that arise for 60 days after site launch. To be available for on-call technical support and/or further site development as agreed.

Deliverables:

- A client team that feels confident updating the site
- Prompt turnaround time for technical support



THROUGHOUT

Feedback process

At each stage, our work includes two rounds of feedback to ensure that you are completely happy with the deliverables before we build on these in the next phase.

Your dedicated point of contact will guide you through the entire process.`