10 key stages of website development

**Brief/requirements - proposal - concept**

**Stage 1**
Pre-Project
- Preparation of brief
  - Site requirements
  - Objectives of site
  - Target audience
  - Look and feel
  - Functionality
  - Portable devices
  - Social media
  - Timescale for delivery
  - Hosting requirements
  - Content management
  - Ongoing maintenance
  - Analytics requirements

**Stage 2**
Proposal
- Response to brief
  - Technical spec
  - Site map
  - Outline Budget
  - Hosting options
  - Draft Schedule
  - Recommendations

**Stage 3**
Agreement
- From client feedback
  - Finalise
    - Recommendations
    - Budgets
    - Site map
    - Schedule

**Stage 4**
Concept
- From client feedback
  - Create wireframe guides
    - Design concept
  - User experience
  - Branding
  - Site navigation
  - Content display

**Stage 5**
Development
- Client Supplies
  - Draft Content
  - Template framework
    - build – HTML, CSS
  - Implement CMS modules and components
  - Social media integration
  - Finalise design approach

**Stage 6**
Content
- Client Supplies
  - Finalised content
  - Create schedule of works
    - Dates for deliverables
    - Best method, section by section

**Stage 7**
Build
- Create style sheets
- Start section by section
- Build section content
  - Completed section
- Review
- Build section content
  - Completed section
- Review
- Build section content
  - Completed section
- Review
- Build completed
  - Create schedule for testing and browser conformity

**Stage 8**
Testing
- From client feedback
  - Browser compatibility
  - Portable devices
  - Website resolutions
  - Testing functionality
  - Hosting review

**Stage 9**
GO LIVE
- SEO / Google Analytics
- Promotion/marketing announcements
- E-marketing
- Database cleansing
- CMS organisation

**Stage 10**
Maintenance
- Site maintenance
- Content renewal/updating
- Tracking statistics
- User feedback
- Performance reviews

**Development - prototype - build - test - GO LIVE**