

"5D" Website Development Process

Online Branding Strategies

DEFINE PROCESS

Analyze the business to lay the foundation for the brand online

- 1. Knowledge Transfer**
Understand the strategic goals and objectives of the business
- 2. Digital Benchmarking**
Understand your position relative to selected competitive sites; benchmark relevant analytics
- 3. Technical Audit**
Review internal systems, databases, software
- 4. Understand & Validate Convictions**
Understand your offline brand to identify current & proposed convictions
- 5. Online Brand Strategy**
Create/adapt brand to the online marketplace
- 6. Mobile Strategy**
Determine needs for mobile web display
- 7. Conversion Strategy**
Online sales, lead generation & scoring, email opt-in
- 8. Measurement Strategy**
Identify site and business metrics to track performance goals and objectives
- 9. Develop Estimate**
Develop SOW and timeline for Design, Develop & Deploy

DESIGN PROCESS

Explore design solutions to meet defined business strategies

- 1. Content Analysis & Organization**
Inventory, review and place into site categories
- 2. Technical Architecture**
Document software, applications and infrastructure requirements
- 3. Detailed Site Map**
Develop complete site structure and navigation flow
- 4. SEO Strategy**
Identify keywords and benchmark current position
- 5. Personalization Strategy**
Identify content and action needs by audience
- 6. Content Wireframes**
High-fidelity information architecture for each of the main site templates
- 7. Development Specifications**
Define business rules, database structures and all technical specs
- 8. Presentation Designs**
Develop the look, feel and graphic treatments

Build, Test, Optimize, Test, Launch

DEVELOP PROCESS

Program, implement content, optimize and test website

- 1. Template Foundation Build**
HTML/CSS front-end coding for all templates
- 2. Content Development**
Finalize and optimize all site content (images, copy, META data)
- 3. Database/Application/Business Transaction Build**
Build databases, program applications, integrate content management, ecommerce and establish data connections
- 4. Build Beta Model**
Coordinate all copy and artwork, populate templates. Test and integrate functional pieces.
- 5. Internal Beta Testing**
Assure technical integrity, load testing, proof-reading, legal approvals
- 6. Beta Model Optimization**
Revise Beta model based on test data and client feedback

DEPLOY PROCESS

"Go Live" migration, testing, maintenance & registration tasks

- 1. Soft Launch**
Configure staging server and migrate site code. Test.
- 2. Solutions Training**
Train client staff to perform maintenance and content management
- 3. Live Operation**
Migrate code to production server and test. Install all production tools and code. Integrate analytics. Register DNS and propagate site worldwide
- 4. Search Engine Registry**
Submit URL and site maps to Google, Yahoo, Bing and others
- 5. Style Guide**
Deliver document with design styles, content rules and infrastructure requirements to guide ongoing maintenance

Promote Site

DRIVE TRAFFIC

Branded 360° online and offline marketing tactics

Online Marketing Strategies

1. Search Engine Optimization
2. Pay-Per-Click Programs
3. Email Marketing & Landing Pages via Silverpop
4. Banner Ads, Media & Landing Pages
5. Online Promotions, Enter to Win, Sweepstakes & Contests
6. Click & Print Online Coupons
7. Online Video
8. Interactive Games
9. Mobile Apps (iPhone & iPad, Android)

Social Media Strategies

1. Buzz Monitoring, Social Listening
2. Social Media Management
3. Blogging
4. Social Media Training

Offline Marketing Strategies

1. Advertising
2. Public Relations
3. Point-of-Sale
4. Outdoor
5. Direct Mail
6. Television/Radio