SCOTT ROBERT DAWSON
WRITING & DESIGN

scott.dawson@sunspace.org
srddesign.ca | +1 647 885 0885

Steps to Creating a Website

These steps are typical of the process to create a fully-custom website. Depending on your needs, some steps may be modified.

1. We Meet With You and Gather Information.

We'll meet with you and discuss the website to find out what your desires are. We have a questionnaire that is useful in helping clients determine what they need. Topics of discussion include: What is the website to do? Where will it be hosted? Where is its content to come from? Who will be responsible for maintaining it?

2. We Create a Mockup and Style Tile for the Website.

We create a mockup, sometimes known as a "wireframe", a series of sketches of the organization of the website. The wireframe shows each page of the proposed website, how they will connect together, and where the content and controls are to go on each page.

We also create a "style tile", a set of sample colours and fonts for the website, intended to suggest a certain feel for the site.

We send a copy of the mockup and style tile to you.

3. You Review The Mockup and Style Tile And Suggest Changes.

You review the wireframe with your needs in mind. Changes and adjustments to the overall arrangement of the proposed website are easily made at this stage. We provide a limited number of such changes without extra charge.

4. You Approve the Mockup and Style Tile.

Once you are satisfied with the way the site will be arranged, you approve the mockup and style tile.

5. We Create "Comps" of the Site.

We go on to create a series of comps of the site. These are detailed illustrations of the appearance of the site, including fonts, photographs, and sample text. They follow the organization of the mockups, using the colours and styles from the style tile.

We send a copy of the comps to you.

6. You Review The Comps And Suggest Changes.

You review the comps with your needs in mind. Changes and adjustments to the overall appearance of the proposed website are easily made at this stage. We provide a limited number of such changes without extra charge.

7. You Approve the Comps.

Once you are satisfied with the way the site will appear, you approve the comps.

After this point, changes to basic organization and appearance of the website are at extra charge.

8. We Create a Draft of the Website on Our Server.

We use the wireframe to guide the creation of the structure of the website and the insertion of content.

We build the structure of the website and insert sample content provided by you: images, text, and so on. Preliminary design aspects such as logos, colours and fonts are added.

We then give you access to the draft website on our server.

9. You Review the Draft Website.

With access to the draft website, you can try it out for yourself. Changes to such things as appearance, content location, fonts, and colours can be made at this time, and you can check the operation of such things as menus and links. We provide a limited number of such changes without extra charge.

10. You Approve the Draft Website.

When you are satisfied with the appearance and functioning of the draft website, you approve the draft.

After this point, changes to appearance and functionality, and changes to the basic organization of the website, are at extra charge.

11. We Add Your Content to the Draft Website.

We take the content you supply or that we create for you--text, images, video-- and insert it. Links and other features are added and checked.

12. You Review the Filled Website.

With access to the draft, you can try it out for yourself. The most important part of this review is to make sure that all the content you want is there. You can still make changes to your content, or add more, or delete content. We provide a limited number of such content changes without extra charge.

13. You Approve the Filled Website.

When you are satisfied that your content is there, you approve the filled website.

After this point, changes to content made by us, changes to appearance and functionality, and changes to the basic organization of the website, are at extra charge.

14. We Transfer the Filled Website to Your Server.

We copy the content of your website to your server, making sure that all features are working on your server.

15. You Review the Transferred Website.

As a final check, you review the transferred website. All features should be working and all content should be visible.

16. You Approve the Transferred Website.

When you are satisfied that your website is working, you approve the transferred website.

After this point, all changes are at extra charge.

17. We Open the Website to the Public.

Congratulations! Your new website is now live, visible to the world.