



Website Process

What to expect, our process, and what will be included in your project:

DESIGN AND REVIEW PROCESS

- Project Kickoff** – High-level discussion of website goals, challenges, and brand strategy, as well as more concrete discussion of content and the tone of the website.
- Peer Organization Analysis** – Monderer Design will discuss the website components of peer organizations you like/dislike.
- Sitemap Creation** – Based on discussions, we will create a visual presentation showing the hierarchy and structure of your website that lists each page and proposed relationships.
- Wireframe Creation** – We will explore options of hierarchy and structure of page content components that make up a typical (non-designed) homepage + representative interior page layouts.
- Design Mockups** – After completing the steps above, we will integrate our findings and your decisions into fully-realized static designs (home and interior pages) for review and refinement.

DEVELOPMENT PROCESS

- Development** – Monderer Design will develop a responsive, mobile-friendly website using a content management system (CMS) that best fits your needs. The site's development will be focused on ease of content administration, flexibility for future content needs, and speed/performance for end users.
- Compatibility and Testing** – We will conduct quality assurance testing to ensure consistency and functionality. Additionally, we will test your site in modern browsers, as well as on Android and Apple phones and tablets.
- Launch** – Monderer Design will transfer the website from our production server to your hosting account. Once everything is buttoned up on your server, we will make the website live.
- Security** – Once the website is up and running, we can discuss measures to ensure your new website is as safe as can be from hackers and bots.
- Google Analytics and SEO** – We can set up a Google Analytics account for you to monitor activity on your website, as well as give you a solid SEO foundation to help search engines find you.
- CMS Training** – Monderer Design will conduct training on how to add, edit, and remove content, leaving you independent and prepared in making updates and changes to your new website.

MAINTAIN, SUSTAIN, & IMPROVE

- Monderer Design can help evaluate the effectiveness and engagement of your new website. We will be readily available for website updates and other maintenance tasks. Making sure your new website accomplishes your business goals is of the utmost importance to us.

