

6 Steps to Complete Your Website



HONEYCOMB CREATIVE
WEB PRINT MARKETING

1 INITIAL CONTACT

Initial Contact

- ✓ Business Referral
- ✓ Direct Mail
- ✓ Web Search

Project Discussion Meeting

- ✓ In-person
- ✓ Telephone

Website Estimate

- ✓ Detailed Website Estimate via Email
- ✓ Follow-up

2

2 PROJECT START

- ✓ Project Approval - 1st Billing

Research

- ✓ Local Competitors
- ✓ International Companies

Site Plan Creation

- ✓ Client Review
- ✓ Revisions
- ✓ Client Approval

1*
WEEK

3

3 DESIGN

After Site Plan Approval, design and writing both start.

Design Concepts

- ✓ Review
- ✓ Revisions
- ✓ Client Approval – 2nd Billing

Writing/Editing

- ✓ Research
- ✓ Review Client Marketing Materials
- ✓ Draft 1
- ✓ Review
- ✓ Revisions
- ✓ Client Approval

2*
WEEKS

4

4 PRODUCTION

During the programming there are constant website reviews, and opportunities for changing and adding content.

Programming

- ✓ Functionality Enhancements
- ✓ 1st Client Website Review – 3rd Billing
- ✓ Design Updates
- ✓ Content Updates
- ✓ Client Website Approval

4*
WEEKS

6

6 POST-LAUNCH REVIEW

After three months, we recommend a review of the website to make any minor changes and adjustments.

Traffic Review

- ✓ Review Google Analytics for site traffic patterns
- ✓ Discuss options for improvement

Review Client Content Additions

- ✓ Make Heading adjustments
- ✓ Meta tag adjustments
- ✓ Updating of xml sitemap and robots.txt files

5

5 PUBLISHING

Website Transfer

- ✓ Move from development domain to main domain

Quality Assurance

- ✓ Error, Forms and Browser Testing

Website Launch

- ✓ Website made 'live' – 4th Final Billing

Submission to Search Engines

- ✓ XML Site Map Creation
- ✓ Search Engine Submissions

1*
WEEK

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