

Planning Stage:

- We discuss the goals that the website should accomplish.
- Determine the functions and services that the site needs to provide its visitors with.
- Discuss the styling and design which will appeal most to you as well as your clients or customers.
- Decide upon and register a domain name as well as supply a hosting service should you require this.

Design/Layout stage:

- We will discuss the colors, styling and layout in more detail.
- We will create a graphical layout of the pages that you want to appear on the website such as the home, about us, contact page, etc. You may supply us with material such as your company logo, photos, product info, etc, if you so desire.
- If your website includes an online shop you will have to provide a spread sheet listing the products, their description, and prices.
- We will provide you with two to four design concepts for the website. You can decide on one of these designs which we will then use to create the final product.
- We can also help you to design a logo and other graphics.

Coding stage:

- We now convert the design you chose into HTML, PHP, CSS and other web languages. We also add any custom code which the site may need to operate effectively.
- We will design the graphics for buttons, menus and logos if necessary.
- We create the code to render interactive content such as the rollover buttons and drop-down menus if any are needed.
- We can create interactive forms such as contact and feedback forms, blogs, message boards or surveys and polls. These forms provide customers with ways of contacting and interacting with your business without the need to open their e-mail client or picking up the phone.
- We also make use of CSS Stylesheets on all of our projects in order to provide you with the most compatible browsing experience in all web-browsers.

Testing stage:

- We test your website for compatibility with most operating systems and browsers to make sure that it displays and functions correctly, no matter what device the customer uses to access your site.
- We test interactive content such as animation, menus and contact forms to make sure that it interacts correctly.

- We test all links, redirects, and we make sure that all files and documents are in place so that there are no dead files or missing links.
- We test search engine compatibility and edit all Meta tags, Alt image tags, etc. in order for search-engines to pick up these tags and list your website in their results. We will try to optimize these settings to best attract your target market.
- We also do a thorough spell and syntax check to make sure that there are no mistakes on the site.

Launch:

- We firstly provide you with a soft copy of the final website files on CD. If you are to administer the website by yourself we will include the documentation that you may need in order to do so.
- We then upload the final website files to the web server on which it will run.
- We create any necessary databases and redirects as well as activating password protected areas of your site.
- We then test your website again to make sure that everything runs fine on the web server.
- The last thing we do in the launch phase is to submit your website to search engines on the internet so that they can list your business in their directories and results.

Tweaking:

- In the first 7 days after the website has been launched we will tweak and adjust the website if you so prefer at no extra charge.
- These adjustments do not include major revisions but things such as changing pictures, text or other content.

Support:

- We provide support for all the sites we build and we can also administer your website for as long as you choose.
- This service is charged at our normal hourly rate and include things such as major revisions, adding and updating content, changing graphics, menus or interactive forms.