

PROJECT TASK LIST FOR NEW WEBSITES

* Actions for you

GETTING STARTED

- Contract of agreement & non-disclosure agreement
 - *Make sure that you and your web designers have a signed contract – it saves a lot of hassle in the long run*
- Contracts signed and returned*
- Agree on approximate milestone dates for each of the phases below*

PHASE 1 (SPECIFICATION)

- Analyse Google Analytics/AdWords*
 - *Identify the performance of your current site and pass this information onto your web designers*
- Specification meeting*
- Set-up merchant trading account*
 - *You'll need up to 2-3 months lead time on creating your merchant account if you don't already have one*
- Build wireframe
- Create some sample site content for templates*
 - *This is just dummy content you create which helps your web designers get a sense of the style and type of content you are likely to populate your website with*
- Design team sign-off
 - *Get the designers to agree that the wireframes are okay*
- Development team sign-off
 - *Get the developers to agree that the wireframes are okay*
- Sign off*

PHASE 2A (DESIGN - HOME PAGE)

- List 5 loved & 5 hated sites*
 - *This just helps your designers get a sense of your design preferences*
- Create logo (if you need to)
- Create holding page (if you need to)
- Home page copy*
 - *Provide your designers with some real home page copy so they can see the type, length and extent of what you're going to say on the Home Page*
- Develop 2 initial home page designs
- Give your feedback to the designers*
- Create 3rd home page
- Give your feedback to the designers*
- Final revision to chosen home page
- Sign off*

PHASE 2B (DESIGN - INNER PAGE DESIGN)

- Create inner page copy*
 - *Here you define some content for each of the templates that will make up the inner pages of your website*
- Create inner page design templates
- Give your feedback*
- Create revision 1 inner page
- Give your feedback*
- Create revision 2 inner page
- Create favicon
 - *This is the little icon that appears next to your web address in a web browser*
- Upload PSDs and any custom fonts
 - *This simply ensures that you have the original files from which the site will be developed*
- Check all graphics are purchased/licensed*
 - *You must have proof that you own or have licenses for every graphic on your website (unless it's been custom built for you). And make sure the license includes web use*
- Purchase graphics*
- Sign off*

PHASE 3 (SITE BUILD)

- Acquire domain names (if necessary)*
- Give account login details for domain names registered urls*
 - *This is so your web developers can point your web traffic to your new website*
- Confirm how emails are handled
 - *Is this handled by your web hosts or do you have an internal email system like Microsoft Exchange?*
- Set-up development & live hosting space
- Cut designs to html
- Integrate content management system with html
- Install on development server

PHASE 4 (TESTING & TRAINING)

- Alpha test (internal)
- Provide basic training on Content Management System
- Beta test*
- Sign off*

PHASE 5 (SITE CONTENT)

- Populate site with content*
- Sign off*

PHASE 6 (WRAP UP)

- Ensure old web pages are redirected to new pages
- Add Google Analytics code
- Back up old site
- Go live!
- Sign off*