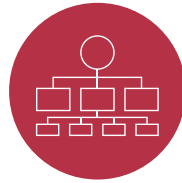# Responsive Website Process

Below is an overview of our Responsive Website Process. We want you to understand the steps it takes for us to deliver the best responsive website for your company.

Discovery Phase

- ☐ Meet with customer
- ☐ Discuss needs, wants and goals
- ☐ Collect current marketing material
- ☐ Compile list of competitors
- ☐ Determine hosting for new site
- ☐ On proposal sign-off, proceed

Research Phase

- ☐ Review marketing material and competitors' websites
- ☐ Follow up with questions and answers
- ☐ Create flowchart of website
- ☐ Revise flowchart, with feedback
- ☐ On flowchart approval, proceed

Design Phase

- ☐ Collect photography, graphics, video and copy
- ☐ Create home page and content page design concepts
- ☐ Plan custom photography, video and copywriting, as needed
- ☐ Fine-tune selected page designs, according to feedback
- ☐ On concept approval, proceed

Build & Launch Phase

- ☐ Convert page concepts to responsive layout
- ☐ Execute plan for custom photography, video and copy
- ☐ Build pages from content
- ☐ Optimize page titles, headings and summaries for search engines
- ☐ Install tracking, to monitor website performance
- ☐ Test website across devices
- ☐ On customer approval, launch website

Review Phase

- ☐ Solicit customer feedback on project
- ☐ Create schedule for updates
- ☐ Monitor tracking reports for trends