



WEB SITE DEVELOPMENT PROCESS



Developing an effective web site requires thoughtful planning. Understanding the entire process before you begin will save you time and money as the project progresses. Although web sites range anywhere from just a few pages, to more complex ones with hundreds of pages and sophisticated features, the development process remains similar.

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Planning	Content	Graphic Design	Programming	Marketing & Promotion	Maintenance
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1. PLANNING

- Determine who the audience is for your site. (children or adults)
- How fast is their Internet connection?
- Do they want to be informed or entertained?
- Site should be well organized, easy to maintain
- Map your site in storyboard or schematic form
- Use index cards to represent the prospective web pages (rearrange them quickly)
- Keep in mind new content and features for ease to add to the redesigned site.

2. CONTENT DEVELOPMENT

- Information that you currently have and information you will have to create.

3. GRAPHIC DESIGN

- Graphics set the tone.
- Don't overdo the graphics
- Keep in mind file requirement, color limitations, and screen resolutions.

4. PROGRAMMING AND TECHNICAL HELP

- Convert information into web-readable form (convert text files to HTML)

5. MARKETING AND PROMOTION

- Creating a brilliant web site is fruitless if no one knows about it.
- Register your site with Internet directories.
- Advertising on the web.

6. MAINTENANCE

- Like a house, a web site needs regular upkeep.
- Don't make the mistake of assuming that once it's online, it's done.
- Keep the site updated.

