

WEBSITE DESIGN PROCESS



01

VISION

Stimulus will host an initial discovery meeting (Kick-Off Meeting) with the Client to discuss the website expectations in depth. This will include desired functionality as well as website likes and dislikes. We will also look at market research to design a website that reaches the right target audience(s) and addresses their needs.

02

SESSION

During this session, Stimulus will work with the main stakeholders and key players to determine how your website is used, what processes your organization would like the website to simplify and what audiences you are trying to reach.

03

STRATEGY

Stimulus will develop the initial structure (menu, page layout, color scheme, etc.) of the website solution framework. A live demo will be submitted to the client for approval before further work begins on the site. During this time, the Client should be collecting/preparing all information and content that they would like present on the site.

04

DESIGN

The Stimulus team will continue to implement design, content, components and functionality for the new website. Mini client sessions can be held if more discussion is needed. A launch plan can also be developed to establish key milestones for the remainder of the project. Client should continue to collect, prepare and send content for the site.

05

DELIVER

The Client and Stimulus team will work together to test the site and ensure that all content, photos and layouts are approved. After final approval from the client, Stimulus will move the site to the live account and perform their after-launch checklist (including sitemap submission, Google Analytics and Search Console set up, proper redirects from the old site and more). also be created.

06

IMPLEMENT

After a client training session, Stimulus will assist with any additional requests, further improvements or further design needs/solutions from the client. This can also include an ongoing Search Engine Optimization (SEO) plan to make sure your website appears in key search results.