FineLine Website Development Process

Are you ready to create a business or product website or need to revamp your current website? We understand small business so we are poised to lead you through the strategy, design and development phases. Here's a snapshot of our efficient step-by-step approach. Don't worry, we lead you through each step.

Website Audit & Goals ① First we learn what makes your company unique and separates you from your competition. Together we identify the purpose and goals of the website and how it will fit into your current marketing efforts. We can also provide an audit of an existing website, identifying possible areas of improvement. New website services include securing domain names, selecting hosting, and guiding you in choosing an appropriate CMS (content managed system) platform.

Define Page Scope & Estimate ② Based upon page scope, navigation scheme, and specialty functions such as photo galleries, calendars, forms, etc., we provide a comprehensive website estimate.

③ **Content Development** A website map is generated to include page scope, navigation scheme, and specialty functions such as photo galleries, calendars, forms, etc. Using our Website Content Planner, we guide you in identifying content, photos and links for each page. This very important step is valuable to viewers and can positively impact search engine rankings.
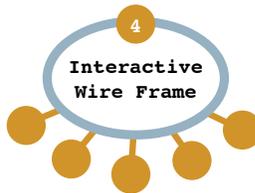
④ **Interactive Wire Frame** Using the approved website map and content, we create an interactive wireframe to show how the new website will function. At this stage you can navigate through the website content represented by simple visuals, text and links. The wireframe is approved before moving forward with the design.

⑤ **Design** This step includes the visual design of the homepage and a subpage. We cover color palettes, photo treatment, branding, logos, etc. prior to start. Proofs are presented prior to coding so you can approve the visual design.

Core Development & Website Build ⑥ Core coding begins here (the heavy lifting). You will receive a developmental link to review the website before it is visible to the public.

⑦ **Test/Launch** Before final launch, we test across different web browsers, mobile devices, Macs and PC. Any needed revisions will be done at this stage to make sure the design is consistent across the board. If needed, 301 redirects are put in place from your previous website for seamless website transition.

Training ⑧ For CMS websites, we arrange an on-website training session to show you how to publish and make changes to your website. A customized training manual is included and we include several follow-up support phone calls.

Basic SEO ⑨ Search Engine Optimization is optional, but should be heavily considered. We implement SEO by addressing 4 key items on each page: title tag, H1 tag, page descriptions, and keywords. These items help to increase the website's ranking in search engines. Your website is the marketing hub!

Integration Services ⑩ **Google Analytics, Social Media and Email Subscription**
We can integrate social media channels such as Facebook, YouTube, LinkedIn, Twitter, etc. into your website. Sign up forms for any email marketing efforts can be included as well.

FINELINE

Your website can generate new business and even become your best salesperson, working for you tirelessly 24/7/365. **CALL US TODAY TO GET STARTED.**