

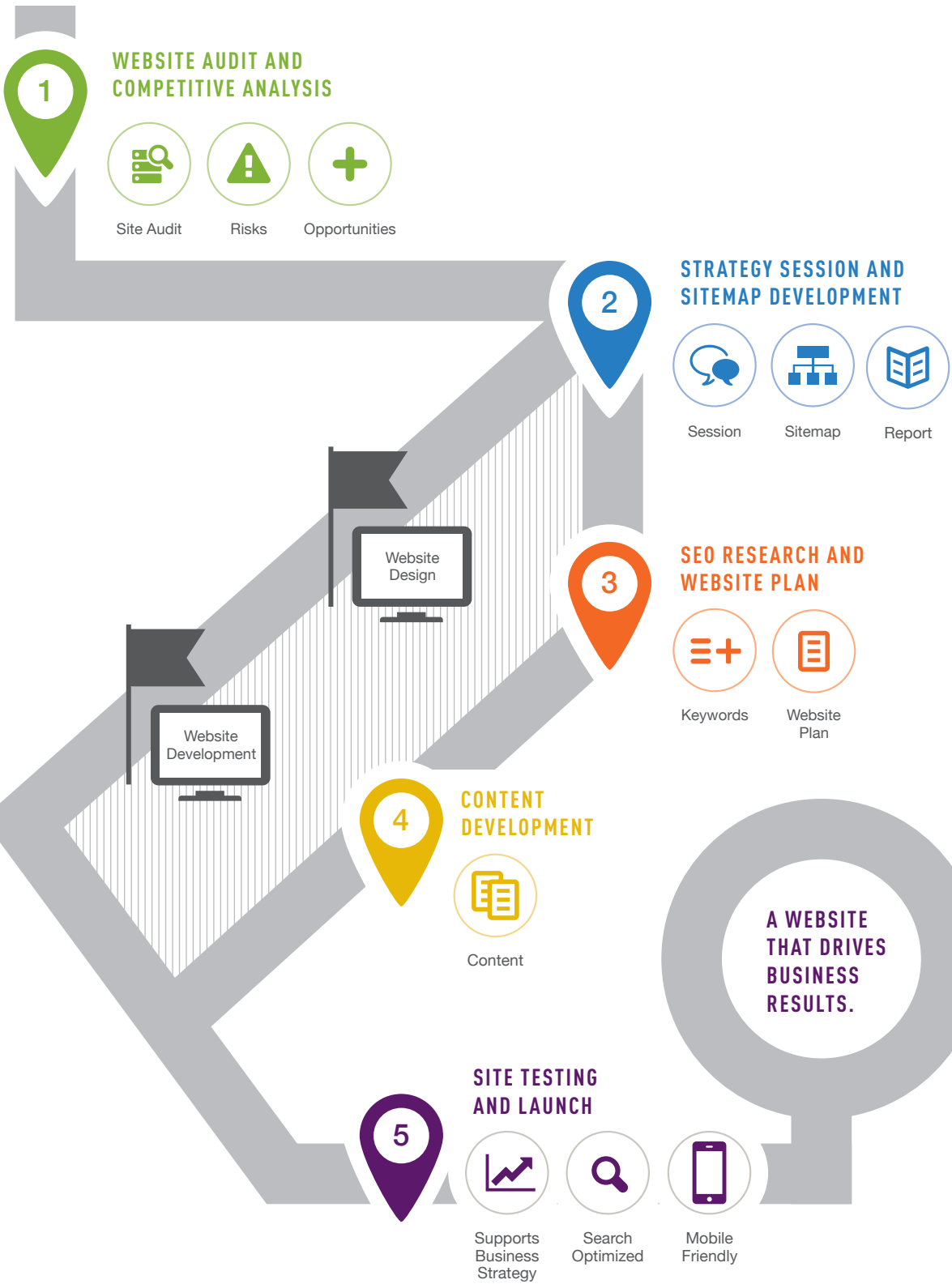
Website Roadmap

A process that drives results

We believe the only way to make your website work for your company is to make it work for your target audience.

Too often companies think a great website is driven by design and development. A great website is achieved once you understand the risks and opportunities that exist in your market and how it can support your business goals. **Standing Partnership's Website Roadmap gives your company a website that drives business results.**

Standing Partnership's Website Roadmap





Deliverables



WEBSITE AUDIT AND COMPETITIVE ANALYSIS

We identify the competitive risks and opportunities for your current website through a deep dive into your analytics and comprehensive competitive analysis.

AUDIT REPORT

Summary of insights and recommendations to frame the strategy session.



STRATEGY SESSION AND SITEMAP DEVELOPMENT

We bring together your critical internal stakeholders for a strategy session that identifies who you need the website to attract and what you need them to do when they get there.

ROADMAP REPORT

Strategy recommendations, a sitemap outlining the changes and steps needed to revise an existing site or the recommended structure of a new site.



SEO RESEARCH AND WEBSITE PLAN

Using our proven scoring system, we test up to 250 keywords to identify phrases your target audience is already searching. Our SEO experts select the right keywords for each page of your new site, and develop key messages, meta descriptions and calls to action that will drive your visitors to act.

WEBSITE CONTENT PLAN

Up to two recommended keywords and key messages per page, three desired behaviors, image recommendations, meta description and internal crosslink recommendations.



WEBSITE DESIGN AND DEVELOPMENT

For these steps, Standing Partnership serves as an advisor, whether you have internal design and development resources, an existing design partner, or would like our help finding the right design team.



CONTENT DEVELOPMENT

At this stage, clients can either develop their own website copy with the content plan or partner with Standing Partnership to develop the copy.

WEBSITE COPY

Standing Partnership can provide a cost estimate following approval of phase 2.



SITE TESTING AND LAUNCH

Once your site is complete, Standing Partnership works with the developers to thoroughly test and proof the site before pushing it live.

YOUR WEBSITE THOROUGHLY TESTED AND PROOFREAD

Standing Partnership can provide a cost estimate following approval of phase 2.

standing
partnership

*building, protecting
& restoring reputations*

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