



Website Development Process

Website Development Process Description

Paton will create an optimally conceptualized website design that will clearly and effectively portray the corporate objectives and values of the organization. The website design phase will begin with in-depth research and analysis of industry, market pool and target population. Based on the research, a strategy will be established to accomplish the goals and objectives of the client within the specified and agreed budget and timeframe.

Website Project Process in Steps:

1. Design guideline Questionnaire
2. Kick-off Call between Partner and Paton account manager
3. Timeline Document (TLD) creation by Paton
4. Content Map Document shared by Paton
5. Images for all the pages shared by the Client
6. Sitemap Creation
7. Sitemap Feedback Form
8. Sitemap Approval
9. Filled Content Map document sent by the Client to Paton
10. Design Options shared with the Client
11. Feedback on Design options
12. Design Option Finalized
13. Selected Design converted into WordPress and set up on staging server
14. Home page Design with content & Images shared for feedback
15. Home page feedback implemented
16. Home page finalized
17. Internal page Design with content & Images shared for feedback
18. Internal page feedback implemented
19. Internal page finalized
20. Share revised TLD [If needed]
21. Testing Phase 1 [Developer follows checklist]
22. Testing Phase 2 [QA follows checklist]
23. Testing Phase 3 [Project Manager follows checklist]
24. Client Review
25. Final Changes as per the client's feedback
26. Client's Final Approval
27. Client provides Server Details
28. Deployment
29. Post Deployment Testing
30. Project Delivery Document Signed