# GO LIVE!

# A PROVEN GUIDE
## TO LAUNCH GREAT WEBSITES ON TIME AND ON BUDGET

### STAGE 1: DISCOVER

**NAIL DOWN THE DETAILS**
The first phase of a website launch is creating a roadmap to identify the project's direction, and its final destination. (This is different from the planning phase, where you'll help us nail down the details of the roadmap and construct a blueprint for the project.) In this phase, we're focused on discerning your vision for your website.

**STAGE 1.1: COMMUNICATE YOUR VISION**
It's important that we're on the same page about the features you desire for the final product before we move on to the next phase. Without a clear understanding of expectations on both sides, the project can quickly devolve into chaos.

**STAGE 1.2: SET YOUR REQUIREMENTS**
There are elements that need to be established before moving on, such as the specific pages you'll need, the features you require, your timeline and budget, etc.

**STAGE 2.1: SOLIDIFY THE SITE MAP**
This will be a simple flowchart-style visual that clearly displays the pages you've planned, and shows their hierarchy. This will help us pinpoint potential issues before actual design and development begins.

### STAGE 2: BLUEPRINT

**CLARIFY THE END GOALS**
This is the brain-dump phase of site planning. We provide you with a simple, web-based program so you can give us a solid idea about how you want the new site to be organized. This is what we call the "site architecture." Don't worry; if you aren't sure where to start, we're here to help.

**STAGE 2.2: SELECT FEATURES & INTEGRATIONS**
It's time to add the "little things" that make a big difference in site functionality. With your input, we'll decide on the development and placement of the features you've requested, and determine any necessary third-party integrations for the site, such as analytics or content management systems.

### STAGE 3: BUILD

**GO TO WORK**
This phase is about plain ole' hard work, and it's critical that we all stay focused and engaged to keep your project moving forward.

**STAGE 3.1: DEVELOP CONTENT**
Content is the driving force for your site. This is your best opportunity to communicate– in no uncertain terms–who you are, and why someone should care about and join your cause.

**STAGE 3.3: DEVELOP SITE DESIGN**
The site's design flows from our understanding of your vision, as well as your existing identity elements. If your visual identity elements need a refresh, we can help with that as well.

**STAGE 3.2: BUILD THE WIREFRAME**
With the page titles established and the site architecture outlined, we can construct a simple visual layout of your site. During this stage, we create block-style visual representations of your site that reflect the basic features and components you've requested.

**STAGE 3.5: POPULATE THE SITE**
In this final step, we take your approved, completed content and migrate it into the back end of your new site. You will have the opportunity to do another read-through of the content during the next phase.

**STAGE 3.4: DEVELOP CODE**
Once you've provided an enthusiastic final sign-off on design comps, our development team goes to work writing code to create a robust site for you.

### STAGE 4: INSPECT

**SWEAT THE DETAILS**
To launch something we'll both be proud to show off, we must sweat the details. Now that design and development are complete, we must verify that everything works as intended.

### STAGE 5: LAUNCH

**CELEBRATE YOUR NEW SITE**
We'll need to take a few more steps to complete the launch, and it's important that we coordinate here to make sure your website launches smoothly and on schedule.

**STAGE 5.1: COORDINATE THE LAUNCH**
Be aware that things like Google site propagation, DNS challenges, and unforeseen email issues may occur, and can cause delays during launch. Some of these issues are simply beyond our control, but we'll work through any delays with you.

**STAGE 5.2: TRAIN YOUR TEAM**
After the site launches, you'll need to be able to easily update your new site. We take you to the back end of the new site and use examples so you become very familiar with the control dashboard, and provide you with a step-by-step instruction document to easily remember everything we've taught you.

3...2...1...
TAKE OFF!