



#1: Checklist

First, we make sure that we have everything needed to begin the project. This includes your domain and hosting details as well as your creative brief and all the website requirements.

#2: Sitemap

Next, we organize all the information for the website into a hierarchical and meaningful structure to make it easy for users to find what they need and easy for website owners to publish their story.



#3: Prototype

Then, we produce a prototype or “proof of concept” to see how the website might work in the browser and to see how users might interact with it. Once this is finalized, we design an interface for the website.

#4: Code

The next phase is where we spin up our magic wizard tools and turn your beautiful prototype into a fully working website. It’s all very technical here so we won’t bore you with the details.



#5: Launch

Finally, we put your new website through our 40+ point pre-flight check and then launch it into cyberspace so that the rest of the world can visit it on computers, tablets, and mobile phones. Phew!