

The Marketing Department Website Project Checklist

The following outline represents the order of steps that will be taken in order for the TMD staff to produce a website. Some steps can be handled concurrently while other steps may need to be finished before the subsequent steps can be started (the text is an example of one of these areas). Before starting Step # 1, TMD will have already invested a great deal of work on a project, including: a) discussing the website with the client, b) considering marketing strategy (target market, competition, significant margin of difference, etc), c) writing a website outline d) writing & delivering the project estimate and e) requesting & receiving written approval from the client. Once those steps have been completed, the following steps will be implemented:

- I. **Staff Members** will be assigned to each project based on their qualifications and the project details and needs. Clients will interact with their project manager most of the time, but will occasionally receive emails from a copywriter, designer or programmer. The client should provide all project input, changes, requests IN WRITING via email to your project manager, Emily Andros at emily@mdept.com . Any emails to TMD should be directed to or at least copy (“CC”) that email address. All input about any project needs to be sent in email format even if the input has previously been given to someone at TMD by phone.
 - a. **Project management** – The project manager will coordinate the project and will be the contact at TMD.
 - b. **Copywriting** – the copywriter will edit and proof all text submitted by the client if you have hired us to handle that for you. TMD will edit and proof the text, but the final approval of the text is the client’s responsibility (The client should be sure to review the text to ensure that there are no typos and that all the contact information is 100% correct).
 - c. **Site structure organization & development** – the site coordinator will create an outline of the site structure and submit it to the client for edits. This will ensure that the website follows a logical structure and that all the pages can be reached easily from any area in the site. The set up and design of the website cannot be continued until this step has been completed and approved.
 - d. **Design** – a designer is assigned to the project and they will send proofs and artwork to the client for their input or approvals. Please pay special attention to the content of those emails as 99.9% of the time we receive emails from the client that asks us the same questions that are answered in the email (sorry, but it’s true).
 - e. **Programming** - the programmer with the required knowledge & skill-set will be selected for your project; those skills may include HTML, Flash, ASP, Joomla, etc.
 - f. **Marketing** - the marketing expert handles everything once the site is finished including search engine optimization, writing (& programming)of keywords, title, description plus the search engine submission, pay per click programs, web banners and many other related marketing tactics that can be implemented to get a website noticed. This area is always quoted separately; clients should inquire about web marketing at any time during the web development process.

- g. **Maintenance** – web maintenance includes ongoing website additions and changes that are not included in the original web development project. Depending on a client’s needs, TMD can create a customized quote to provide these types of services on an ongoing basis.
- II. **Website outline** – To start the web project, the client and the TMD staff will review the website outline (that was written prior to providing the client with a quote.)
- a. If there are any changes to the site outline, they should be made at this time.
 - b. Please keep in mind that any pages we have not yet worked on can be switched out for OTHER pages, without a problem (as long as the new pages don’t have any additional, more complex programming).
 - c. If new pages are ADDED or existing pages are “changed out” that have already been created (designed/programmed/written, etc), additional fees will apply.
- III. **Website Text** – the *copy* or text for the website is the next step in the web production process.
- a. To write the text, please be sure to follow the *final* website outline in order to make sure that your information is organized according to the site structure.
 - i. The text should be written in or saved to a current version of MS Word and submitted with as little formatting as possible.
 - b. If specific formatting is desired such as “bold or underlined text”, for example, please use the “comments” feature in MS Word to add your comments to the text in the margins (see “Review” menu tab and select “New comment”).
 - i. To avoid additional fees and to prevent limiting the designer’s creative talent, don’t feel *obligated* to provide us with formatting information as that is part of the design process anyway; we always thoroughly read-through and consider the context of the copy when formatting the text.
 - c. The average quantity of text that should be on each web page is approximately $\frac{1}{4}$ to $\frac{1}{2}$ of an 8.5 x 11 letter sized page. Additional text beyond this can be added to the site with scrolling text boxes, up to about the size of 1, 8.5 x 11 letter sized page worth of text. Any text beyond that amount should be added in the form of a new subpage (additional fees may apply).
 - i. We realize that $\frac{1}{4}$ to $\frac{1}{2}$ page text sounds small, but please remember that the reader won’t stick around to read pages and pages worth of information on a web page. If you have more lengthy data to add to your site, consider doing that on an optional, downloadable PDF document (*ask your TMD Rep about any costs that might be associated with this type of additional page*).
- IV. **Text editing and proofing** – once the initial text is submitted to TMD, a copywriter will review & edit the text. The text will be resubmitted to the client for approval before any other steps can be implemented. The text needs to be 100% finalized and approved before the site design can be started. The client is responsible for the accuracy of the final text; please pay special attention to addresses and phone numbers that are impossible for the TMD staff to verify.
- a. If the text is not *final* before the typesetting and actual web page design, layout or programming begins, extra time will be spent and additional fees may apply.

- i. If a few words of copy are switched-out and they don't affect the *length* or *content* of the text that can generally be done during the majority of the website production process without any additional fees or problems.
- V. **Site Design** – the steps for the website *design* will be implemented in the following order:
 - a. **Site research** - TMD will conduct research to locate site designs that the customer can confirm they like and don't like (showing colors, styles, layout, photos or illustrations/image types, etc). A number of sites will be provided to the client and they are asked to provide their feedback/reaction regarding those layouts to us.
 - i. If no feedback (or minimal feedback) is received about those sites, this will most likely delay the design process. If the client doesn't like any of the sites submitted by TMD for discussion, they are free to locate and submit sites to us in an effort to communicate the type and style of website they like
 - ii. If this step is avoided, a delay may occur because it takes a designer longer to determine (or "guess") what the client likes during the design stage (since the design process is one of the more time consuming portions of the project, it turns out to be one of the slowest ways to resolve this issue.)
 - iii. The client can visit the TMD web template site at www.mdept.com/webs to look through and locate sites that they like. (TMD won't use these sites to create a *custom* website, but it can be very helpful to communicate ideas).
 - b. **Photos/Logos** – the customer should provide their TMD rep with any photos of their product, personnel, site/facilities, etc that they want on their website along with at least web resolution (72 dpi) logo artwork (preferably, provide logos in vector format, if another format is provided, additional work may have to be done to remove white backgrounds and/or logo may have to be recreated if the background cannot be removed, such as in a text logo). Please inquire for additional information, if needed.
 - i. If digital logo artwork is not available please inquire about our logo re-creation (or logo creation) services.
 - ii. Photos should each have a unique name that means something to whoever is viewing it (in other words, if it's a product, then the photo name could be "Model-101-WhiteWidget". Names should not have special characters such as commas, periods, ampersands, etc or the file may become corrupt. Additionally, you may provide (in MS Word or a Notepad document – please clearly indicate which photo this description goes with including the filename and additional information if needed) a short description (one to two words is the usual size for this and should describe the photo) for each photo that users will see when they "mouse" over the photo – this description is used for handicap-enabled browsers to describe the images (the computer reads the description through the speakers) to visually-impaired users (users must have this feature enable to see these "descriptions).
 - iii. If more extensive descriptions are desired for the images (such as descriptions or captions that would show beneath the image on the web page), please provide those descriptions digitally (in an attached MS Word document) at the

same time (making sure that the descriptions can be easily matched up to the images).

- c. **Stock images** – If stock images are needed, TMD will provide a number of stock photos (in a lower resolution “proof” format) to choose from. The cost of the purchase of stock photos is not included in the original website quote.
 - i. Until actual stock photos are purchased, these images will be in a low resolution “comp” format. Later, when the photos are purchased they will be in a higher quality/higher resolution format.
 - ii. A client should consider any other ways they might want to use the same stock photos in the future, so that we can be sure to purchase the photo(s) in the correct resolution for all uses. (Photos for websites require a lower resolution than do photos for use in brochures or in print applications, so clients may want to buy a higher resolution photo for future use).
 - d. **Custom images** - If *custom* photos are required *that have not yet been taken* (for example, photos of products) digital photographer portfolios can be submitted to the client by TMD at this time. Once we get feedback regarding the style of photos the customer likes, quotes from the preferred photographer(s) will be researched and submitted to the client.
 - i. Alternatively, the customer can hire their own photographer to take shots of their products (or whatever they need shots of). In this instance, photos should be submitted in a digital/JPEG format if possible. If physical photos are submitted, additional work will need to be done to scan the physical images into a digital format and to get the photos into a “usable” format for the site. Please inquire for additional information if needed.
 - ii. If the client asks us to help them with their photos, we can participate in the photography sessions and make sure the client gets the best photos possible.
 - e. **Custom Layout** – once the photos, logos and other illustrations have been selected/purchased/created/delivered, and the design style has been narrowed down, a TMD artist will develop and submit several layouts of the website’s Index (aka “home”) page, to the client.
 - i. The customer can select from or make changes to these layouts for the purpose of selecting one final layout for use as the site’s home page. If the first round of layouts is not 100% on target, TMD will develop additional layouts based on the feedback from the client regarding the first designs.
 - ii. After the layout for the home page has been created, a secondary layout will be developed based on that initial layout, for use as a secondary webpage layout.
- VI. **Web Programming** – once the home page and secondary page *design layouts* have been finalized 100% and no further changes are required, those layouts will be programmed into the website (using the web programming language selected/purchased in the original quote such as HTML).
- a. It’s important that the design layouts for the web pages is 100% done before programming begins because if changes occur AFTER the programming has been done,

it essentially means that the programming has to be done over in large part. As you can imagine, it's best to avoid this problem by finalizing the *design* layouts before the programmer starts programming the website.

- b. Programming a webpage from a design layout is the most complicated and time consuming step of the job, and includes creating each element on the page by hand and integrating those photos, illustrations, icons, buttons and images into the web programming of the site.

VII. **Page Layout & Type setting** – After the site's pages have been programmed, the text and photos on each page (that are not part of the background structure of the site) can be laid out/type set.

- a. Essentially each page is treated like an independent layout based on the amount of text that needs to be put on that particular page (special programming may be required to get the text to all fit onto one page) and the content of that page (depending on what the text says, the designer will determine which photos go best with that text and lay that page out like any other layout).
- b. Those individual page layouts are set up design-wise and then that additional design and typesetting information (text/headlines, sub-heads, captions, etc) is programmed into the HTML or whatever programming language is being used.

VIII. **Site Connectivity** – Once the site's pages have been designed, programmed, type set, etc., the site "connectivity" must be set up and pages will be connected and attached via links.

- a. The "site structure" (or website outline) will be used at this stage again to connect all the pages of the site; this somewhat intricate step is implemented page by page, icon by icon and button by button. Each site page is connected back to every OTHER site page, on a link by link basis.

IX. **Proofing the Programming** – after all these steps have been implemented, the site is ready to be reviewed by the site structural person on a page by page basis, in order to ensure that all the links, functions, specialty programming, images, etc., are working properly. It is normal that some issues or wrinkles have to be "ironed out" at this stage and that is done page by page until each page is verified as working properly.

- a. If there are issues, the programmer will work on those elements at this time to get them working properly.
- b. Additional work is done at this point to ensure that the site is working in the major browsers.

X. **Site submission and approvals** - once the above work is done, the first draft of the site is submitted to the client. Together the client and TMD will comb through the site to make sure that all the items requested by the client have been implemented as desired and any final changes made at this time. However, since there have been a number of stages through out the project during which proofs were submitted to the client and approvals received, changes at this stage are usually very minor.