

**Website Project Process**

**Programme**

All Evestigio website projects follow the modular phases described below. Some phases are optional and are available to suit each client's specific circumstances. All modular phases in the first vertical column (yellow) are included in the core programme. Modular phases in the second and third columns (blue) are optional and additional costs may apply

The core programme, those phases in the first column (yellow) has two payment points. The first payment point is after the initial client contact and at the Instruction phase (1). The second payment point is after the Design & Layout phase (4) and is required to fulfil the project to satisfaction

<p><b>1 - Instruction</b></p> <p>Establish detailed requirements and terms of reference. Agree contractual terms, conditions, timescales and deliverables</p>	<p><b>2 - Research</b></p> <p>Evaluation of named competitor websites with SWOT analysis, (Strengths / Weaknesses Opportunities / Threats) with recommendations</p>	<p><b>3 - Evaluation</b></p> <p>Assess existing website for quality, design, communication, relevancy, ease of use, load speed, disability compliance, Search Engine Optimisation</p>
<p><b>4 - Design &amp; Layout</b></p> <p>Produce site plan to target agreed audience. Design style sheets, Website, Home &amp; Sub-pages. Produce schematics including icons, navigation, illustration and text style</p>	<p><b>5 - Branding</b></p> <p>Review of existing application and management of the brand image to the site</p> <p>Creation of new brand</p>	<p><b>6 - Audience</b></p> <p>With client input, identification of potential customer groups to determine weighting and detail of content required</p>
<p><b>7 - Construction CMS</b></p> <p>Develop approved design, construct site including any interactive features and content management system linking to database</p>	<p><b>8 - E Marketing</b></p> <p>Investigate &amp; recommend e-marketing tools linked to website (separate project) presented as proposal</p>	<p><b>9 - Copywriting</b></p> <p>Produce content rich copy to attract positive search engine results and provide efficient site search</p>
<p><b>10 - Database Build</b></p> <p>Evaluate, design &amp; construct database for CMS &amp; e-business applications (incl. future growth)</p>	<p><b>11 - CRM System</b></p> <p>Adoption and integration of a European award winning (2006) Customer Relationship Management System</p>	<p><b>12 - CRM Training</b></p> <p>Customer Relationship Management System training and implementation. Providing additional CRM support systems</p>
<p><b>13 - Search Engine</b></p> <p>Search Engine Optimisation (SEO) of site from ground-up including weighting sections, rich content and appropriate links</p>	<p><b>14 - Bench Marking</b></p> <p>Supplement to phase 17, evaluation and testing against assigned criteria either at phases 2, 3, 5 and or phase 16</p>	<p><b>15 - Development</b></p> <p>Establish performance measurement criteria for periodic review, makeover and search engine performance</p>
<p><b>16 - Commissioning</b></p> <p>Testing site, tutoring content management system and other admin sections, commissioning and uploading site</p>	<p><b>17 - Maintenance</b></p> <p>Annual maintenance contract to carry out periodic reviews, suggest and implement SEO adjustment</p>	<p><b>18 - Business Development</b></p> <p>Strategic marketing &amp; business planning.</p> <p>Creating the Unique Selling Proposition, Comparative Advantage, Value Effect</p>