

Web Development Process

Based on ideal process that allows Forthgear to do our best work

Create Budget (Strive for ideal while considering what the client can bear.)

Marketing Direction

- **Conversion Points** (calls to action)
- **Sections** (homepage and resulting secondary pages)
- **Initial Content Designation** (if existing)
- **Funnels** (how we navigate them to the conversion points)
- **Keyword Analysis**

Design

- **Homepage**
- **Secondary Pages**

Content Development (revise or create as needed)

- **Slider Messaging**
- **Homepage Content**
- **Secondary Content**

Development

- **Hosting Setup**
- **Homepage Development**
- **Skeleton Structure**
- **Secondary Page Development**
- **OMK Structured Data**

Testing

- **Usability Testing**
- **Cross-Platform Testing**
- **Responsive Testing**

Pre-launch Checklist

- **301 Redirects**
- **Tag Assessment**

Launch

Post Launch

- **Analytics**
- **Site Map**
- **Webmaster Tools**

• **Marketing Manager** • **OMK Specialist** • **Designer** • **Content Writer** • **Developer**