



## SEDA CONSULTING SERVICES

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## Web Site Development: An Introduction to the Process

### Project Management

Seda Consulting Services begins exploring your proposed project with a free consultation to identify and discuss your unique requirements. It is also important to identify the responsible decision makers within your organization at the beginning of the project. Upon approval of the web development proposal, we outline the entire design process including the steps, the deliverables and the timetable for each major phase of the build. This serves to clearly define the project, provides you with a clear understanding of your project, and helps ensure that it is completed and launched on time, on budget and as planned.

### Configuration & Development

We use a well organized approach to build you a user-friendly web site. Development of your site includes one year of free maintenance, and subsequent yearly maintenance contracts are available. Nonetheless, we are considerate of the fact that shared, part-time or volunteer resources may be assigned the responsibility for managing your web site in the future. Accordingly, when appropriate we ensure that at least one person in your organization has a solid understanding of how the web site is organized and constructed.

Once the project has been clearly defined, we begin the process of mapping the site and creating an intuitive navigational structure. This important step serves as a point of origin to clients in understanding how the web site is to be laid out, and also serves as a general guide towards identifying the sections, subsections, and individual pages of the project. At this stage we also begin to identify and suggest sources for the collection of content to populate the site including text, images, databases or directories, and other pertinent data.

### Graphic Design & Layout

Members and guests who visit your web site often form opinions and impressions, and more importantly, make decisions based on appearances. Thus, we are keenly aware that appearance can directly affect the way your organization is perceived. Experienced web designers know that sophisticated design is compelling; ineffective design sends the wrong message; cheap design is unappealing.

We draw on our training and experience with past clients to select and present design themes and concepts that align with your stated objectives. Our goal is to accurately reflect the image, characteristics, attributes and identity of your organization in the most prominent, prestigious and tasteful way possible.

The use of logos, navigational scheme, color, imagery and content layout used to describe your organization, are all important considerations in the design of your web site. We consider all of these design principles when designing your site's home page. Once reviewed and approved, we maintain a consistent look and feel to the interior pages as well in order to ensure design continuity. Our goal is to facilitate an engaging visitor experience throughout the site.

### Content Loading

With a site map, navigational and design scheme locked in, populating the site with content is the next phase in the development process. The site will now be in full production and approaching its "soft" launch. This is usually the most time-consuming phase of the process, and it involves communication and coordination with one or more designated organizational contacts or associates to help author, collect or provide relevant content for the site. Throughout the process, we determine the appropriate location, positioning and presentation of content based on your input and needs.

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Included in this stage is the development of the member directory/roster (if applicable). This central mailing list database, which is customarily used to communicate among groups of members, benefactors, or even visitors at appropriate times, is available to the webmaster or other key administrative personnel within your organization.

## User Training

Seda Consulting Services works closely with assigned personnel to provide valuable input throughout the entire site build process. We use this opportunity to introduce the various features and functions of the web site and to explain routine maintenance tasks. By keeping you informed, we simplify the maintenance and administration of the site.

This is especially important to clients planning to take on this vital function in the future. In this instance, clients are provided additional one-on-one instruction to explain in greater detail the more advanced features and functions of the site. Seda Consulting Services also offers additional instructional services for those clients who maintain their own web site and experience a turnover in their site management staff.

## Testing: Quality Assurance

The final and most crucial phase of the engagement prior to the soft launch of your site is the testing phase. While more of a perpetual rather than a sequential one, this phase reoccurs throughout the process as each major milestone is achieved. It's a rigorous system used to check, thoroughly test, and refine each section and feature of the system to ensure that the site is fully functional, complete and configured in a manner that meets client requirements and objectives.

## Site Launch Support

Once your site has been developed, you may feel like the process is over. However, in reality it's just a new beginning! The truth of it is that simply launching a new web site is not enough – introducing it to the world requires search engine registration along with additional marketing. If no one visits the new web site you have labored to build, then its impact and value is lost. Similarly, if your new site's content isn't kept fresh, updated and relevant, your members and visitors may find little reason to return.

Having completed all of the requisite phases of the process, your site is ready for launch, viewing, and full usage by members and the public. Seda Consulting Services adds additional value to your investment by registering your site with all of the top major search engines. This helps perpetuate an awareness of your site and advocate more visits and usage amongst members and the public.

## Web Hosting

Once your web site is complete, this essential communication tool requires a solid backbone to ensure that it is available, protected, and performing reliably at all times. Seda Consulting Services gives you the peace of mind, comfort, and security of knowing your web site is being managed through a relationship with a best-in-class hosting provider. Our hand-picked selection of national or regional web hosting solution providers offer a high capacity infrastructure with full system and database redundancy, load balancing, fail over with state-of-the-art monitoring, data encryption and advanced virus protection for maximum security. In the unlikely event of an unscheduled service interruption, they are well prepared to troubleshoot and correct the problem in a timely manner.

## Customer Service

At Seda Consulting Services, the relationship with our clients doesn't end when their web site is completed and launched. We are proud to provide continued online help and technical support to all of our clients. This important facet of our consulting services further maximizes the value of your web site. By standing behind our work and our clients, we ensure that your site will continue to satisfactorily provide the information and communication services that sparked its creation.

Joseph R. Seda  
*Webmaster*