

# Our Process

Not all websites are created equal. The diagram below is a representation of the common process used for website development at Bluehouse Group. However, not every site is the same and we adjust this process to accommodate.

Strategy	Design	Development	Deployment	Follow-Up
<p><b>Understanding your business</b></p> <ul style="list-style-type: none"> <li>Who is the audience?</li> <li>What is the brand?</li> <li>Best means of serving the audience?</li> <li>Define specific goals for new Web site</li> </ul> <p><b>Scope definition and functional requirements</b></p> <ul style="list-style-type: none"> <li>Special functionality, dynamic elements</li> <li>Forms, interactivity, communication</li> <li>Content delivery plan</li> <li>Content management</li> </ul> <p><b>Search Engine planning &amp; keyword development</b></p> <p><b>Establish project schedule</b></p>	<p><b>Information architecture</b></p> <p><b>Technical design</b></p> <p><b>Usability design</b></p> <p><b>Visual design</b></p> <ul style="list-style-type: none"> <li>Initial design concepts</li> <li>Feedback and refinement</li> <li>Acceptance of designs and page templates</li> </ul>	<p><b>Create working prototypes</b></p> <ul style="list-style-type: none"> <li>Feedback and refinement</li> </ul> <p><b>Build databases as needed</b></p> <p><b>Develop interactive elements</b></p> <p><b>Configure content management</b></p> <p><b>Populate content</b></p> <ul style="list-style-type: none"> <li>Populate pages with content</li> <li>Populate databases with content</li> </ul> <p><b>Review for usability, make refinements</b></p> <p><b>Quality control, testing and refinement</b></p>	<p><b>Install on live Web server</b></p> <p><b>Final testing</b></p> <p><b>Site launch</b></p> <p><b>CMS training (as needed)</b></p> <p><b>Google analytics implementation</b></p>	<p><b>Promotion of new Website</b></p> <p><b>Multi-channel marketing</b></p> <p><b>Track visitor traffic</b></p> <p><b>Measure success via metrics</b></p> <p><b>Site optimization</b></p>