
[Process for building a ready city/church website](#)

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Here's a some guidelines for building a ready church, ready city website. Most people tend to just jump right in by designing something first rather than planning out their approach.

Website Project Process
Organization Name Website:
Version:

PLANNING

In this initial idea exchange, we will work together to determine the purpose and goals of the website. Discussion of marketing strategies, target markets and value expectations. Information is gathered during the planning process phase as the basis for developing a comprehensive road map for the project. This becomes the blueprint for the project. Most organizations get stuck in the discovery stage and never put their decisions down on paper. It will be important that your organization validate each step in the planning process to ensure the success of the project.

1. Discovery

Purpose of the Website, Target Audience, What do we want users to do? Functions needed, General look and Feel, Identify links to other sites liked/disliked, Domain, Budget, Set a target date.

2. Create Site map

Identify Process, Public Persona, Navigation, Validate

3. Create Wire frames

Identifies the standard layout of homepage, internal pages and functional pages, Validate

4. Take Inventory

Content, Copy, Media, Locations

5. Creative Briefing

Look and Feel, Functions, Branding, Validate

6. Determine Tools to be used

DIY or Outsourcing, Content Management, Events, Blogs, Community, etc.

7. Final Deployment Meeting

Discovery, Site map, Wire frames, Inventory, Creative Briefing, Tools are all approved and validated for development.

DEVELOPMENT

The developer plans out an initial quote and overall time frame for completion. All areas should be itemized in the quote so that you can cut out anything that is over budget.

Upon agreement to quote and specifications for website functionality and design, then work should commence.

1. Project Management

Identify Phases, Identify Timeline, Benchmarks and Tasks, Determine Roles and Responsibilities, a project management tool will likely be used.

2. Create needed Copy and Content

Copy should be written with the persona of the organization but with publics in mind. Use of a wordsmith and personality profiles can be used here to write the copy. Content should be added based on a process for each site map item. See guidelines for writing copy

3. Design Template

A mock up image (or several) is created and sent to the client for approval. There may be some back-and-forth in this area until the template design is agreed upon.

The approved mock up image is then sliced up into images and used in making the website template.

4. Design Elements

This includes the pages in the site map and other needed graphics to empathize the copy. Some creative direction may be needed, but it will be consistent with the general creative briefing.

5. Build

Identify hosting and server needs. This includes installing a Content Management System (CMS), developing contact forms, shopping carts, member areas, Flash etc. This is most likely going to take the most time. In this stage, the developer may check with you the functionality of the website by using temporary/staging pages that only you can view in

your website browser.

6. Place Content and Copy

Copy and Content is placed in all pages of the website. Remember, there is really no point having a 'coming soon' section of a website as this will only annoy users.

7. Testing

At this stage, of the website is almost complete. This ensures that everything works properly: all links are in place, graphics load correctly, content is complete and layout is exactly right. The site is tested with various browser platforms and computer formats. A team of people within the organization and outside the organization will test the ease of use and functionality.

GO LIVE

The site will be uploaded to its server (under hosting program) and become "live" for the world to see!

1. Maintenance Plan

Appoint a Webmaster, Identify Process for updating the website on all Site Mapped Areas, Roles and responsibilities, Training, Content Management,

2. Marketing Plan

This where we determine your needs and the best strategies for reaching your target markets.

Optimize for Search Engines

SEO (Search Engine Optimization) and SES (Search Engine Submission). This is the optimization of you web site with elements such as title, description and keyword tags which help your web site achieve higher rankings in the search engines. The previously mentioned code validation is something that plays a vital role in SEO, as well.

Communication Channel Crossovers

Email Newsletters, Mailings, Signage, Word of Mouth, Link Backs, etc.

Have a question? Comment below...