

# Your Website Creation Project Plan

This is the general process for creating your website. Specific dates will be set for each project based on the situation.

Stage	What happens in this stage?	Client activity (things you will need to do)
1	Discussion with the client and client to confirm the purpose of the website. Some marketing advice is given if the client requires it.	Confirm the main purpose of the site in writing. List what you want to get from it: <ul style="list-style-type: none"><li>• Provide information and/or to generate leads</li><li>• Sell something e.g. courses or products</li></ul> <b>[Deposit due to be paid.]</b>
2	Client to decide the style of website theme to be used (the 'theme' is the technical term for the look, design aspects and functionality that you want).	Look over the range of WordPress themes (list provided for you) to get idea of the options available and indicate which one/s you prefer. You don't need to confirm the final choice of theme now. You will also be given a list of functional elements to choose from to help you decide.
3	Client to provide the main chunks of information (text) for the home page and any other main category pages (e.g. a 'services' page that lists separate services you offer).	Write out the main parts of the text you want on these pages: <ul style="list-style-type: none"><li>• Home</li><li>• About</li><li>• Contact</li><li>• Services</li></ul>
4	Create the web page hierarchy to show which pages will be used, and what is required for each page.	Review the web page hierarchy chart provided. Write more detailed content for each page following the list of requirements provided.
5	Client to collect (or create or buy) the images to be used on the website.	Search for and secure appropriate images from reputable sources. You will be given a list of options to find paid images (royalty free: pay once, use again) and free images (authorised by creator to be used). Create a list of all images showing source URL where image can be obtained.
6	Client to provide all text-based content, including documents to be available as downloads or 'resources', and any images on hand at this time.	Provide all written content to Marketing Nous. You will have a chance in Stage 9 to supply your final selection of images.

Stage	What happens in this stage?	Client activity (things you will need to do)
7	Client to confirm choice of theme based on final requirements.	The website theme will be finalised based on what is required to present the content and images you have chosen. Guidance will be provided for you.
8	Production of website begins including the nominated pages, widgets, editing images if required, SEO for each page and Google analytics installed.	Nothing. Sit back and relax. Marketing Nous will get the wheels turning and contact you if there is any need to clarify the material you have provided (and maybe give you a bit more marketing advice).
9	Client to provide final images not already provided.	Send all final images to Marketing Nous. Options to do this will be discussed based on the number and type of images you are using.
10	Website production is underway.	Once site is about 70% complete you will be asked for your feedback to ensure everything is on track. <b>[Part payment due.]</b>
11	The rest of the website is created.	Relax.
12	Website is completed.	Check the website to ensure all is working as expected including all links, images and resources. Give written approval for the completed website. <b>[Final payment due.]</b>
13	Website is moved to the live domain (if needed).	You will be given login details and instructions on logging in to your website and Google analytics account so you can have full control and edit or add new pages.

### *Notes:*

- Generally speaking each stage will not be done until the previous stage is completed. The project will be delayed if content is not provided by the client within the agreed time frame. The client will assume full responsibility of the website in Stage 13.
- Marketing Nous can also assist with these related tasks on a fee-for-service basis:
  - Manage the domain name registration and website hosting.
  - Do page updates, make general changes to the website, plus ongoing management (monthly fee).
  - Additional consulting assistance to develop specific marketing activities (POA).

To get started contact Stuart Ayling [info@marketingnous.com.au](mailto:info@marketingnous.com.au) or call 1300 784 864