

WORKING PROCESS & WEBSITE BEST PRACTICES

Refresh Creative Media



1. INTRODUCTION

Thank you for choosing Refresh Creative Media for your website development needs. This document describes our working process for planning, designing, developing, and maintaining your new website.

We have also included our best practice website functionalities that we include with all of our websites.

In a separate document, you will find the **specific functionality** that we recommend for your website based on our initial discussions, your references, and our recommendations.

2. OUR PROCESS

2.1 The Planning & Content Process

In this phase, we will consult with the you (the client) to understand the purpose of your website, the goals, as well as identify the target audience.

The discussion will include specific functionality of the website, and website content style and priorities.

The user pathway will be identified in this phase, which will be incorporated into the website wire-frames and design to ensure a user focussed website design.

Also discussed will be the technology used in your website, which may include the content management platform, the email newsletter platform, and hosting requirements.

The out-come of the analysis phase will include:

- **Website wireframes:** These are “informational layouts” to guide the designer on the type of content that the website pages require. (e.g. news section, product specials, customer reviews) We also strategise here on the types of users that will come to your website and the information they will be looking for.
- **Website content:** The website content will be provided for approval - which may influence the design phase.
- **Technologies:** A decision on what website technologies will be used.

2.2 The Website Design Process

We follow a step by step design process and we keep the client involved at all times. Designs are produced for most of the page “templates” with a specific informational layout that suits the

type of content for that page. (For example a products page will have related products or articles of interest)

Designs are presented as mock-ups in the browser, so you will have an accurate idea of exactly how the page will look once the website is completed.

We include 3 revisions to each page design, so you can be ensured that your feedback will be considered.

The out-come of the design phase will include:

- **Designs:** Approved mock-up designs for all page templates
- **Website style:** A clear understanding of the website style for the development phase

2.3 The Website Development Process

Once designs are approved, we hand over to the website developers to code the website functionality. We will provide an in-progress link while we develop the website, so you can view regular progress on the website.

Initially the pages will be built into mobile ready versions, and once complete they will be linked with the website database and content manager.

The outcome of the development phase:

- **Mobile ready website development:** Develop designs into HTML format.
- **CMS linking:** A working website ready for approval, and linked to the website content manager and database.

2.4 The Website Go-live & Testing Process

The website is now ready for testing on all browsers and platforms, and the final content is added and the polishes completed before we go live.

The outcome of this phase:

- **Final website:** A fully tested website, ready to start working for you!

3. WEBSITE FUNCTIONALITY

3.1 Best Practice Functionality

This describes some of the recommended best-practice functionality and methodology that will be included in your website.

- **Simple Search function:** A website search function which allows easy searching of the website content.
- **Dropdown menu:** A menu will allow easy access to all sections within the website.
- **Social media links & Social sharing:** Links to your social channels. Content pages will include social sharing on Facebook, Google+, and Pinterest. (If appropriate)
- **Contact details:** Easy access to contact details in the website header and footer of the website are highly recommended. Many users go to a website primarily to obtain contact information.
- **Page Sidebars:** Page sidebars provide easy access to relevant information for that section, in the form of useful widgets.
- **Crumb trail:** A crumb trail will be visible on all pages for easy navigation back to sections, and information on which section you are in on the site. (e.g. Home > News)
- **Footer Sitemap:** Large footer with links to all sections and subpages, and contact information. This helps with search optimisation and provides easy access to sections in the site. We also recommend having social media channel's available here.
- **Always on header:** Once a user scrolls down the page, a reduced header will be visible with the main items in the navigation, to ensure the user always has access to the navigation bar.
- **Content managed pages:** All pages in the website will be content managed and updatable via the website admin area.

3.2 Responsive (Mobile) Development:

Responsive website development allows your website to be easily viewed on a variety of devices including smartphones, tablets, and various desktops of different screen resolutions.

With responsive design all pages will be optimised for the best viewing experience on that particular screen size. Certain elements will be removed or re-sized, and images will be lower resolution to ensure the website loads quickly on mobile devices.

We mostly use a frame-work called "Bootstrap" to ensure mobile compatibility, and a "future proofed" website that will work on future devices.

(Please see an article on the benefits of responsive website development here:
<http://www.refresh.co.za/2012/07/responsive-web-design/>)

3.3 The Content Management System

We use a variety of open-source content management systems, (CMS's) which will be chosen based on the suitability to your new website. These include: WordPress, Laravel, and Magento.

All of our CMS include the following features:

- **User Management:** Control access to the CMS with different roles, and permissions.
- **Page management:** Add pages and subpages to the site, add images, YouTube videos, galleries, and tag and categorise your pages
- **News & Blog:** Create and edit articles, categories and tags for your website blog or news section.
- **Newsletter management:** Create articles for adding into your email newsletter.
- **Menu management:** Create menus, and add pages to menus.
- **Widgets:** Control your page sidebars with widgets
- **Search Engine Meta Data Management:** Search engine friendly URLs, Edit all meta data, add keywords to images, integrate with search engine feeds, integrate with Google Analytics
- **Secure:** Secure login system with lockout facility if password entered incorrectly after 3 tries.
- **Custom Post types & Categories:** We will setup custom post types for all your content to allowing easy management of all types of content within the website (e.g. Testimonials, Services)

3.4 Social Media & Search Engine Friendliness

The website will be coded with best practice SEO considerations. This includes:

- **Unique titles and descriptions for all pages:** This ensures that the pages are linked uniquely, and have a better chance of all being indexed on the search engines.
- **Website linked to a Google sitemap:** To ensure that Google is updated every time you make a change to your website. (e.g. Add news items to your website)
- **Sitemap page with links to all pages:** This means that Google will easily be able to follow the page links in your website.

- **Schema.org linked pages:** each of your pages are linked to the Schema.org system, which ensures a listing on Google's (And other search engine's) schema listings. (For example see the Wikipedia listings when searching for certain famous people)
- **Social open graph linked pages:** We ensure that all pages are coded using the open-graph method, so that your pages appear correctly when linked on social media channels.

Please see the separately included document on your website's specific functionality.