Stages of Web Design

1. Discovery
Includes: clearly defining your brand, your competitors, and your audience

2. Site Planning
Includes: analyzing user scenarios and demographics. Determining necessary functionality. Establishing goals. Designating calls to action.

3. Structure: Interface Design / UX Design
- ☐ Create a site map.
- ☐ Sketch a wireframe.
- ☐ Specify navigation.
- ☐ Establish sidebar and footer needs.
- ☐ Incorporate social media.

4. Content: Message Design
- ☐ Write page content.
- ☐ Analyze and create keyword selection.
- ☐ Generate keyword-rich page titles.
- ☐ Develop keyword-rich headings.
- ☐ Incorporate meta descriptions.
- ☐ Embed alternative text.

5. Aesthetics: Visual Design
- ☐ Color palette
- ☐ Graphics/images/visual elements
- ☐ Slideshows
- ☐ Background
- ☐ Page design
- ☐ Branding

6. Testing and Launch
Includes user experience (UX), browser compatibility, Google Site Map, revisions, final testing, and Google Analytics

7. Optimization
Includes: 301s, search engine submissions

8. Website Maintenance
Includes: security updates, content management, software updates, design updates