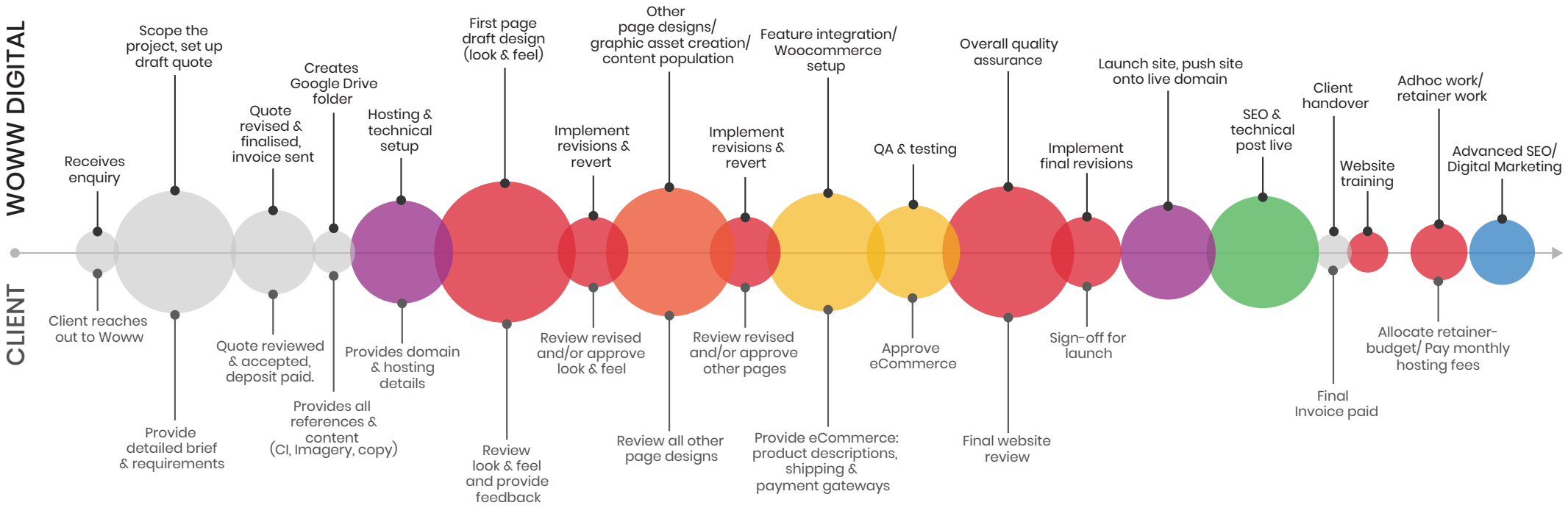
WOWW WEBSITE PROCESS

WEB PROCESS OVERVIEW

WOWW.

INITIAL TOUCHPOINT	ONBOARDING	TECHNICAL SETUP	DESIGN & DEVELOPMENT	REVISIONS	ECOMMERCE	QA	LAUNCH & TRAINING	SEO	MARKETING & ADHOC
1-3 Days	1-3 Days	3-5 Days	15-20 Days	2-3 Days	5-10 Days	1-3 Days	1-2 Days	1-2 Days	Ongoing



WEB PROCESS IN DETAIL

Here is a more detailed description of the Woww web design process. This is a generalised description of the typical web design process, however your experience may differ depending on your unique requirements,

1. Initial Touchpoint

First point of contact with Woww, drop us a line on *hello@woww.co.za* or fill out an enquiry form on the website.
One of our developers will be in touch as soon as possible.

2. Quoting Process

In order for us to provide a web design quote, we need to scope out the project. This usually takes place with the client providing a comprehensive brief followed by a couple emails and or meetings to gather as much information as possible.

Once we've gathered all the relevant information, we'll begin with creating a quote based on the information provided.
This quote will then be sent for approval. There may be a couple iterations back and forth until accepted.

Once accepted, a deposit invoice (up to 50%) will be sent to secure the project.

3. Project Onboarding

Once the deposit has been received, the project will begin.
The client will be sent the following items:

- Project onboarding questionnaire to gather relevant information.
- A link to a shared Google Drive where one will be able to upload all content including:
- Web page copy, media such as logos, images, video and any other relevant documents.
- A link to a project status sheet detailing the progress of the project that one can check at any time.
- The client will be allocated a project leader and introduced to the team working on the project.

4. Initial Technical Setup

A development environment will be set up either on our server or on a server of the clients choice.
Eg: *developmentwebsite.wpengine.com*
This is where we will build the website in a safe environment without disrupting the current site or allowing outsiders to see the website development before completion.
Here we will set up the foundation of WordPress and configure it with all the best practice settings and features.

5. Initial Design Stage

After receiving all content, CI, reference sites, and other important information we can design the site look and feel, this includes:

- Global styles (Buttons, Typography, colours, animation settings)
- Header (Top menu navigation consistent across all pages)
- Footer (Bottom menu navigation consistent across all pages)
- The landing page (usually the home page)
- This is the most important stage of the website design as it defines the overall look and feel of the site.
- This initial design will be based on the supplied brief, reference sites and client CI (if one doesn't have a CI, please let us know and we can either create one for you or allocate additional time to ensure we can create your desired look and feel during this stage, brands without a CI may take multiple iterations to get the desired look therefore a CI is strongly advised before starting a website).

6. Initial Quality Assurance

Once the team has completed the initial design stage it will be peer reviewed before being sent to the client for initial feedback.
There will be one primary round of feedback, the team will then implement the client feedback and provide one additional round of secondary feedback for minor changes.
This will then be signed off by the client and locked in.
Any changes required after this stage may be billed extra if the time exceeds the allocated client budget in the initial quote.

7. Feature Integration

Any required special features will be implemented into the website this may include but is not limited to:

- E-commerce
- Forms and data capture
- User management
- Additional WordPress plugins and extensions
- Any specifically quoted on feature within scope

This process may be simultaneously executed at different stages depending on requirements.

8. Content Population

With the design look and feel locked in, the development team can get underway with populating the majority of content (designing and completing the rest of the website pages and items / products in the case of an e-commerce site).
Mini review periods will occur during this stage, but the majority of this stage will be on autopilot executed by the Woww Team.
Depending on the brief and scope quoted, some population may be done by the client themselves in order to save on costs.
Any population done by the client is done at the clients risk (ie: if the Woww team needs to re-do work done by the client, this may incur additional fees.

9. Final Quality Assurance

The site will be peer reviewed once again internally before being sent to the client for final feedback and the final round of minor revisions.
If revisions require additional time and/or the scope of the website has changed since the initial brief, an adjustment to the initial quote can be negotiated and additional ad-hoc payment made.

Once the final review and changes have been implemented, the client will sign off and the Website Launch will be scheduled.

10. Website Launch

With the Final Quality Assurance Stage signed off, the team will begin setting everything up for the site to go live. This includes:

- Migrating the site to the client server (or keeping the site hosted with Woww on Xneelor or WP Engine)
- Linking the domain and configuring SSL
- Website speed optimization
- SEO friendliness
- Google Analytics and Search Console

11. Site Finalisation & Handover

The site is now marked as complete and an invoice for the remainder will be sent.
Once paid, site admin logins will be handed over and if requested in the quoting phase training provided.

If hosting with Woww, the first month's hosting will begin.

If additional website changes are required, these can be arranged with either an ongoing retainer and/or billed ad-hoc.

12. Website Maintenance, Website Changes & Hosting

Now that the website is live, it will need to be hosted.
This can be done with a Woww preferred partner through Woww or with a host of the clients own choice. Woww is not liable for any issues associated with external hosts.

Website maintenance is an important part of running a successful website. This includes but is not limited to: Keeping the server updated, updating WordPress Core, Themes & Plugins, as well as checking the stability of any 3rd party integrations.
Unless specifically requested by the client through a retainer, website maintenance and upkeep will be the clients responsibility, however Woww will always try and assist where possible.

Website changes and updates can be done by the client directly or by the Woww team.
This can be arranged through a monthly retainer or quoted ad-hoc when required.

13. Digital Marketing

The initial web design process only includes the website and basic SEO friendliness. This however does not guarantee traffic and results from the website. A website is like a vehicle and it needs a regular driver and fuel to succeed.

Marketing will be the clients own responsibility, however Woww does offer online marketing services such as:

- SEO (Getting organic traffic from search engines such as Google)
- PPC (Getting paid traffic from advertising)
- Social media marketing (Getting traffic and brand awareness from social media platforms like Facebook, Twitter, Instagram & LinkedIn