

A website is a presence in the internet market. Just like entering any type of market, you need to plan before implementing a website. Follow the following steps to help you plan your web presence.

## Phase 1: Research

The first phase for implementing a website is to research the market and to plan accordingly. Use the following steps to help you do so.

### Step 1: Identify Purpose

It is important to identify what is your purpose for a website. This will identify what type of site you need, what the content of your site will need to be about and what marketing you will have to do.

1. What is your company about? What are your products and/or services? Who are you trying to sell to?
2. What is your goal for your website? What do you want your website to accomplish?

### Step 2: Identify Competition

Before you jump into your vision and scheduling, it is crucial to find all of your competition. This can help you tweak your vision to something that is in a less competitive niche.

1. Generate a list of keywords that describe your business. Use Google, Yahoo, and Live searches and make a list of the sites that appear for each search term. You can use Timous Design's Search Competition Guide available at [www.timous.com](http://www.timous.com).
2. Look at the competitions sites and identify their purpose.

### Step 3: Identify Goals

Once you have a feel for the market after viewing the competition, you need to identify the goals and objectives you want to accomplish with your web presence.

1. What is the exact market you are trying to reach? You must know exactly the audience you are trying to cater toward.
2. What do you want your site to accomplish? While you did a brief overview in the first step, you need to refine and clarify all of the objectives you want to complete by the implementation of your web presence.

## Step 4: Factors for Success

Once you have refined your objectives, you now need to list all to the factors that are needed for success of your web presence.

1. What needs to happen for your site to be a success?
2. Are there any obstacles that must be overcome in order to have a successful website?

## Step 5: Risks for Success

After you have identified what you need to succeed, you need to identify what you are risking to accomplish your goals, most notably cost. List your budget and time restraints here along with any other risks or liabilities you have for your web presence.

## Phase 2: Planning

The second phase is the planning of the actual web presence. This phase includes ideas, feel, setup and other planning needs. Follow the steps to generate a good plan for your site.

### Step 1: Brainstorming

In order to generate a good web presence it is important to generate a lot of ideas. During this step you should just list any ideas you can think of for your web presence. Do not hold back based on what seems reasonable. You need a site that will stand out and some of the weirdest ideas can help to do that.

### Step 2: Look and Feel

After you have listed several ideas about your web presence, start to think about how you want it to look and how the user interface will feel.

1. What attributes do you want your web presence to represent?
2. What colors do you want to use for your site (color palate)?
3. How do you want your site to flow?
4. What do you want visitors to most often see?

### Step 3: Resource Planning

Once you have a general idea of the look and feel and what you want your web presence to do, you now need to identify the resources needed to complete the project. This includes cost, intellectual property, etc.

### Step 4: Time Management

After planning resources you now must develop a timeline for how long it will take to complete the project and what must be accomplished by what certain time.

## Phase 3: Building

After you have a general idea of what your web presence is going to accomplish and what it is going to look and feel like, you have to start the building phase. There are several steps in this phase.

### Step 1: Responsibility Assignment

You need to identify all the people who are going to be involved in the building of the website and what their responsibilities are. Making sure that this is completely clear otherwise there will be problems and conflicts during building.

### Step 2: Content

After responsibilities are assigned, you must gather or write the content that will populate your web presence. Also make sure that you have all of the rights for the content you plan on using.

### Step 3: Concept Designs

Next step is to turn your ideas and vision into concept designs. Create several of these until you find one that fits all the needs, objectives, and vision that you already planned. These are not full sites; just the “wire framing” that shows the concept of the site.

### Step 4: Development Architecture

Before you finalize the design of the web presence, you need to develop and integrate the background of the site. This is the database, applications, and other functionality elements. You must make sure all these systems will work with your chosen design.

### Step 5: Check Schedule

Before you start to implement the design and content, you should create a problem checking system that will ensure that all the elements in the site will work before the site is deployed.

## Phase 4: Implementation

In this phase you finalize the design and finish all the designing. Also, you will need to add the content and any other functions that are needed in the web presence.

### Step 1: Content Development

The first step in implementation is to develop any content delivery systems, or to just integrate any content for a non-dynamic site.

### Step 2: Graphic Integration

This step integrates any graphics such as photos, animations, illustrations, or other media. These should complement the content.

### Step 3: Merging & Testing

Once the content and graphics are implemented, you must merge them into a completed site. Then you must test all of the elements and make sure they function correctly.

## Phase 5: Deployment

In the final phase you will deploy the site on the internet, fix any bugs, and implement continued maintenance.

### Step 1: Test and Fix Bugs

The first step in the deployment phase is to finish testing and to fix any errors that have been found. Remember that it is probably impossible to find and fix all the errors, especially in a large deployment.

### Step 2: Setup and Deploy

Next step is to actually setup the site on the server and to open it to the public. This is the most exciting step in the website creation process, especially when you get your first visitors.

### Step 3: Maintenance

This is a commonly forgotten step in creating a web presence. Websites take continued maintenance to fix problems and keep the site updated. There are several ways to do this, but we recommend Timous Design's +innovative service.

#### +innovative

+innovative is more than just website maintenance, it also includes SEO (search engine optimization), technology updates, and hosting. It is the ultimate monthly package for your website.

