Go team!

Want to know what happens from here? This document describes what we'll deliver and the process we'll go through to bring your project to life. It's a collaborative effort so read on to learn about the tasks ahead both for our team and yours.

In this document:

CODE AND VISUAL

CODE
AND
VISUAL

Technology

Your site will be created using open-source technologies, specifically a LAMP stack, which is widely used for website development.

We'll typically use a web framework like WordPress for its extensive plugin options, easy content management, and significant customization potential.

If advanced customization is needed, we may utilize a lower-level framework like Laravel, although this is usually not required.

What we provide

- Dedicated Account Manager

- Regular status updates and stand-ups

- Direct messaging with team via Slack

- Interactive User Experience (UX) Mock-ups

- Custom design and strategy implementations

- 2 x Client review for each stage

- InVision online design review and commenting

- Internal QA Testing

- Open-source code base

- GIT/Version control

- Custom backend administration forms

- Best-in-class third-party services

- Google Analytics Integration

- Mailing list/CRM integration (MailChimp / Salesforce)

- Physical suite of test devices & online emulators

- Issue tracking system

- Set up, test and launch live site

- 1 month warranty

- Ongoing support and maintenance services.

CODE
AND
VISUAL

The process

During the project, we'll collaborate using an approach that combines elements of waterfall and agile development.

This involves a step-by-step process divided into smaller, feedback-driven stages, allowing you to provide input and enabling us to make necessary adjustments

1. FIRST STEPS

After the project's official start, our team will create a production map breaking down the project's components, deliverables, and agreed terms. We'll then establish an initial project outline, showing the steps involved across the entire production process, including key milestones.

This tool will serve as a reference for tracking progress and may be updated as necessary. It will also help inform all involved parties, from your team to Code and Visual, about their assigned tasks and the dependencies of upcoming activities

Your tasks: We'll need you to review the project map and take note of the responsibilities assigned to you. Generally, these will involve reviews and approvals with a 48-hour turnaround time.

Additionally, we'll supply a questionnaire for you to complete, which will help us understand your site's goals, desired appearance, and the most suitable aesthetics for your target audience.
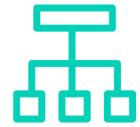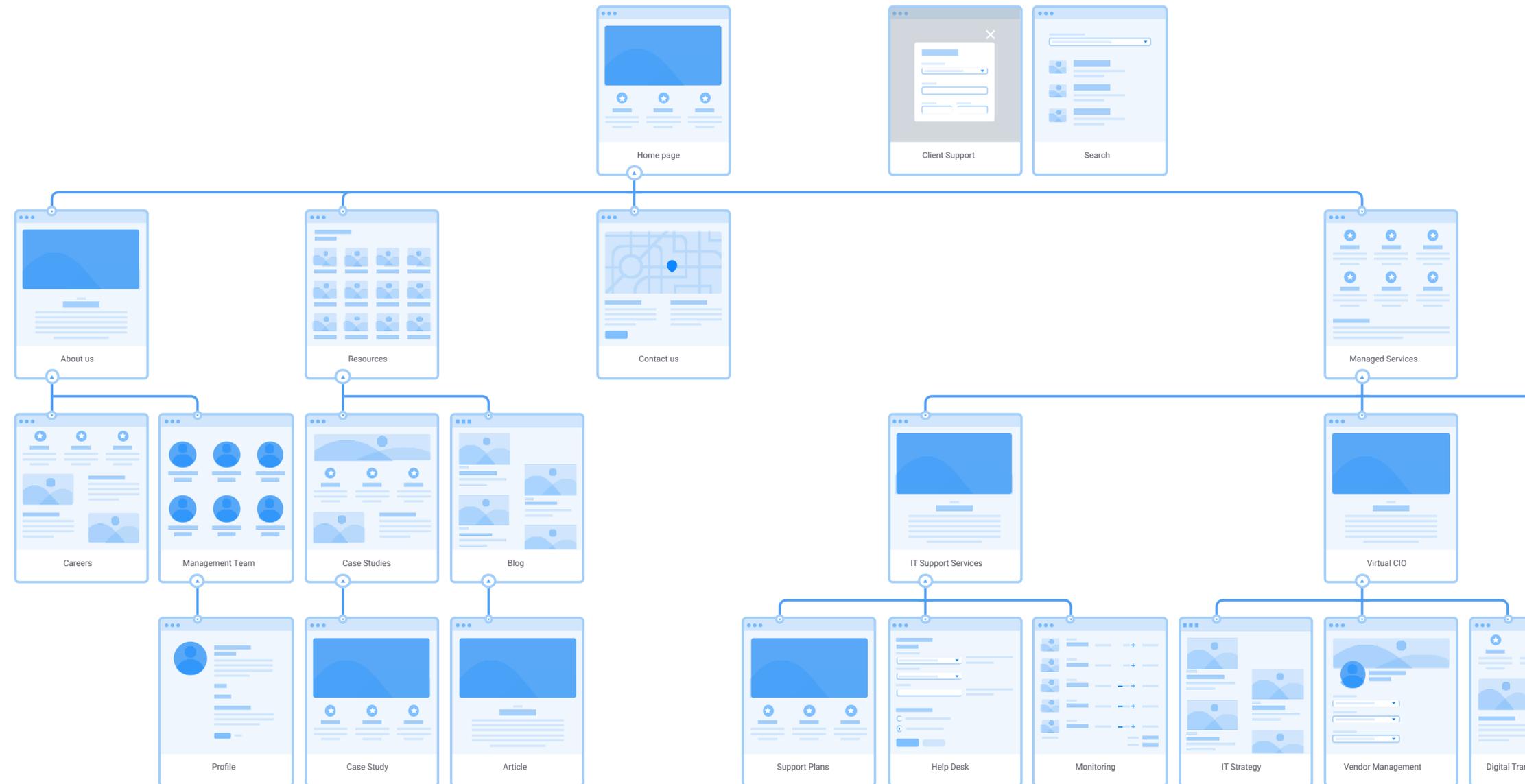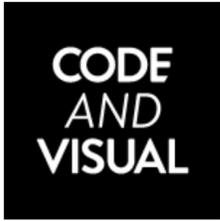
2. SITEMAP

First, we'll design the site's architecture by outlining required sections and their page structures. Collaborating through two review rounds, we'll confirm essential sections are included and remove unneeded ones.

Your task: You'll need to review and approve the sitemap, verifying it has all required pages and sections. Remember, if it's not in the sitemap, it won't be on the site, so it's crucial to confirm that everything is included from the beginning.

Home page

Client Support

Search

About us

Resources

Contact us

Managed Services

Careers

Management Team

Case Studies

Blog

IT Support Services

Virtual CIO

Profile

Case Study

Article

Support Plans

Help Desk

Monitoring

IT Strategy

Vendor Management

Digital Tra

CODE
AND
VISUAL

CREATIVE PHASE

3. WIREFRAMING

After defining the site structure, we'll create wireframe diagrams for each page in the sitemap, focusing on user experience (UX), functionality, and content requirements, rather than aesthetics.

We'll collaborate through two review rounds to refine the wireframes, ensuring all site sections are addressed and well-documented.

Once approved, the wireframes will serve as the official reference for each page template's structure and functionality

CODE AND VISUAL

CREATIVE PHASE

4. DESIGN

Next, we'll proceed with the design process to define the site's look and feel. Using the approved wireframes as a foundation, we'll develop an art direction that aligns with your design brief and resonates with your target audience. Our focus will be on user-friendliness and effective communication, employing a modern web aesthetic that ensures accessibility and responsiveness across all screens.

We'll design individual templates, undergoing two review rounds with you. Upon completion, we'll have a comprehensive set of designs representing your entire site, ready for construction. This concludes the creative phase as we transition to the technical build process.
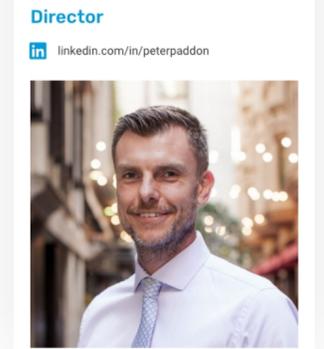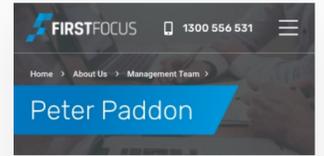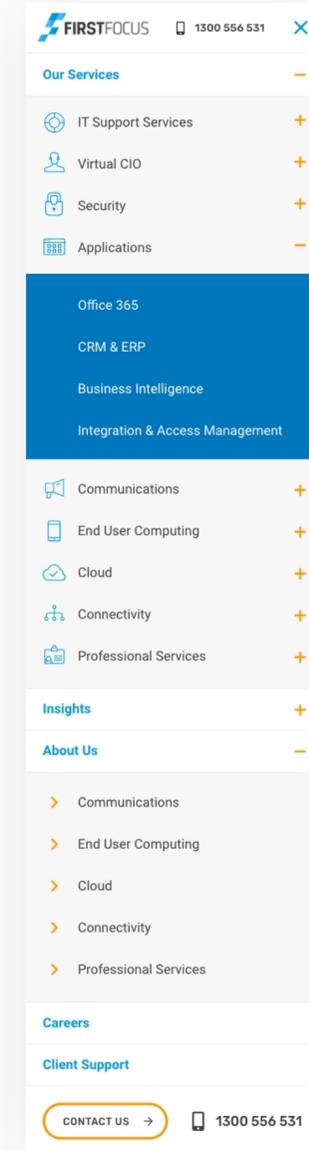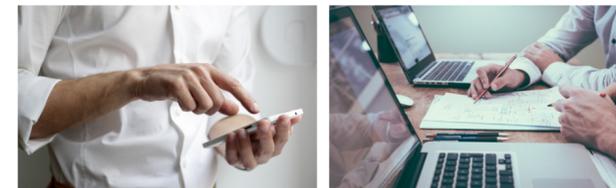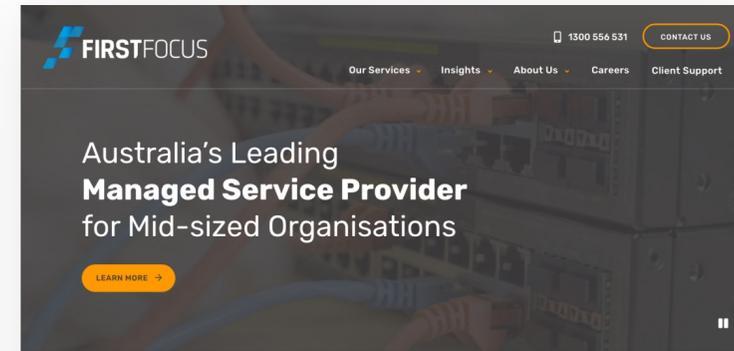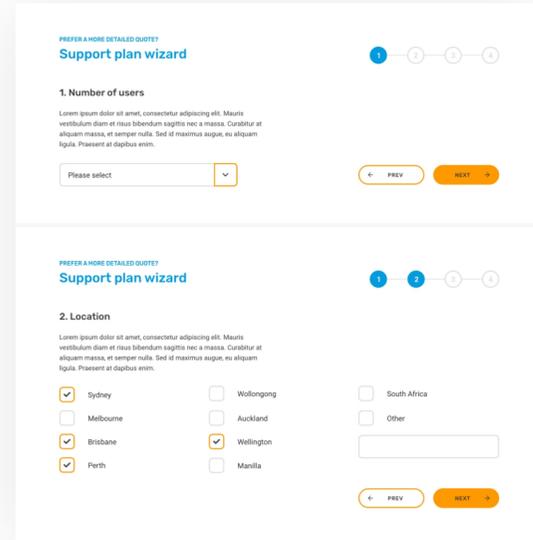
DEVELOPMENT PHASE

5. TECHNICAL DEVELOPMENT

The development phase signifies the transition from the creative process to the technical build. From here, there will be no further visual or user experience changes, as they will have been approved earlier.

We'll develop the site on local servers that replicate the final hosting environment. Near the end of development, we'll establish a staging server for testing, review, and content addition by your team

6. TRAINING & CONTENT MIGRATION

Once the majority of technical development is finished, you can begin adding content to prepare the site for launch.

To assist you, we'll conduct a staff training session on using the content management system (CMS) for adding and editing content..

Your task: We suggest you start assembling your content as early as possible. Make sure you set ample time aside to enter the content into the site before final testing can commence (think weeks rather than days).

7. TESTING

Once a significant amount of content is entered into the staging site, we'll begin a formal QA and testing process. Working together with your team we'll test the website to make sure:

a) There are no display issues

b) All functionality works as expected

c) Forms, user accounts, and other integrations are all operational.

During this period, we'll monitor bugs and address any identified issues until they're resolved or otherwise addressed.

8. LAUNCH

After completing the content addition and QA process, we'll initiate a soft launch to prevent critical issues during the go-live. To exclude untested changes, we'll enforce a content-freeze beforehand. We'll schedule the soft launch for an early-to-mid weekday and dedicate the day to monitoring and stress-testing the site to ensure stability while addressing any emerging issues.

Once the site's performance is confirmed, we'll proceed with the official launch. Afterward, we'll resolve any issues that arise during the 30-day warranty period.

Working with us

COMMUNICATIONS

Effective communication is essential for success! Our project manager will serve as your primary contact throughout the process. Likewise, we ask that you designate an internal project champion responsible for providing review comments, approvals, and necessary resources.

We'll establish a Slack channel for direct access to our team and tracking group discussions. A project tracking system will act as a central repository for documentation and information.

For live site reviews, we'll utilize an automated issue reporting system like UserSnap to simplify and streamline bug reporting

REVIEWS

We'll provide two review rounds for each identified deliverable stage of the project, allowing you to assess our decisions and ensure alignment with your vision and requirements.

For each review round, we'll allocate 48 hours for your internal discussion and feedback on any necessary adjustments or modifications.

CODE
AND
VISUAL
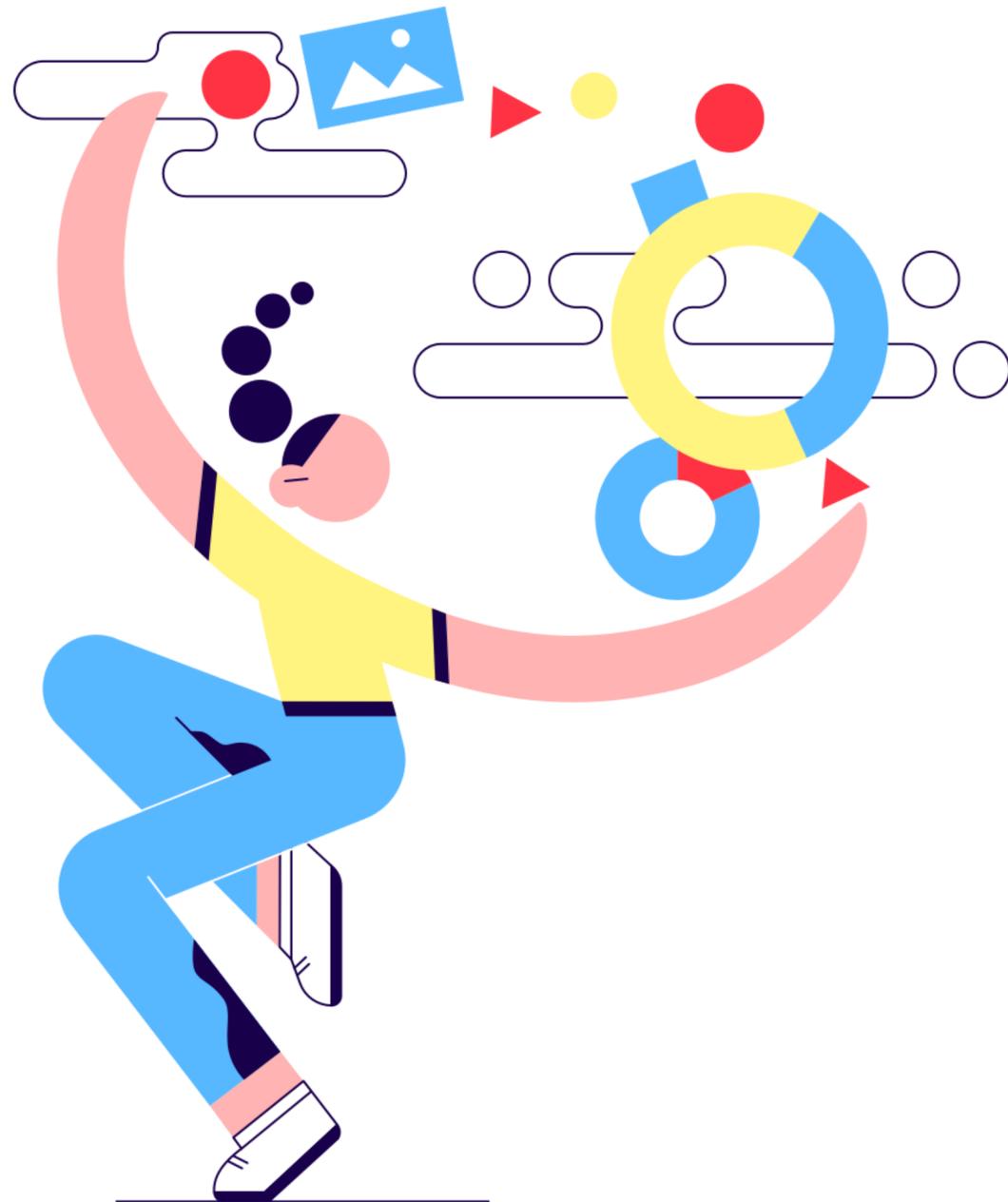
TOOLS

We use a number of tools for different production processes, some of which you will interact with during the course of the project.

ADOBE XD

Wireframing and design preview tool

USERSNAP

Bug tracking and error reporting for the staging server

BASECAMP

Online project management and document repository software

SLACK

Team-based chat tool

BROWSERSTACK

Cross platform browser testing

GITHUB

Code versioning and backup system

ZOOM

Video conferencing

EMAIL

In some situations a humble email is all that's needed

HOSTING

During our technical review, we'll identify your site's hosting requirements. We recommend using a third-party hosting service with Australian-based servers, offering 24/7 support and managed hardware and software.

Code and Visual will collaborate with the hosting company to create a seamless, hassle-free experience for you. If you have a preferred hosting supplier, we're also open to working with them.

CODE
AND
VISUAL
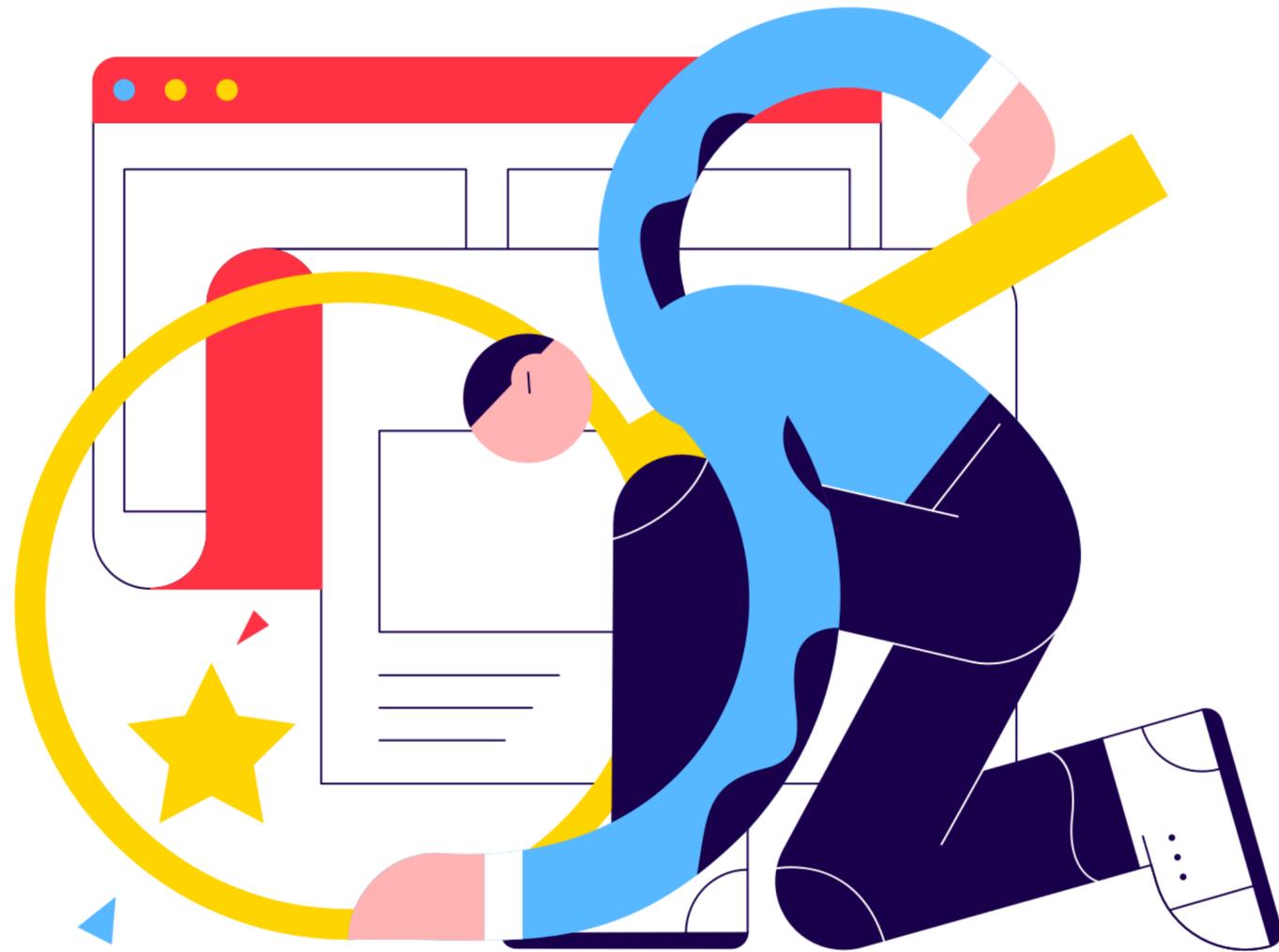
SEO

We'll make it easy for you to adjust any relevant SEO elements on the site so that you can control your search performance on an ongoing basis, without the need for a developer to make changes.

SEO VALUES EDITABLE IN THE CMS

- Page titles

- SEO friendly URLS (e.g. Hyphens instead of underscores, use of readable keywords instead of random characters)

- Meta descriptions

CODE AND VISUAL

BEST PRACTICE ON-PAGE IMPLEMENTATIONS

- H1, H2 and H3's and so on

- Anchor text (contextual links from one page to another)

- Editable alt text field for images

- The ability to add captions & HTML text to media files.

- Use canonical to ensure only one URL version of each page.

- Links in plain HTML

- No unnecessary folders restricted by robots.txt files

- No techniques that could be viewed as spam have been employed on the page (i.e. hidden text)

- Do not make any content dependent on JavaScript to display using # in URLs.

- Fast page and content delivery through use of server-side caching, minification and image optimisation.

ADDITIONAL SEO AND DIGITAL MARKETING SERVICES

For successful search engine performance, a well-structured website with easy SEO editing is crucial. Equally important are high-quality content and effective digital marketing to engage your target audience. We provide supplementary services to help boost your reach in these areas:

- SEO audit & keyword research - Review and assess the best strategic keywords to target and develop a strategy to attract the most valuable organic traffic.

- Search engine marketing (SEM) – Develop and manage a targeted SEM campaign to entice users through paid advertising, displayed within search engine results pages

- Display advertising (banner ads) - Design and build animated banner ads, and help plan ad-spend to target the most relevant audiences.

- Electronic distributed mail (EDMs) – Design and build custom emails and integrate into a CRM or other email marketing system.

- Social media - Write and design content for scheduled promotional posts and display advertising within social media networks.

Integrations & Plugins

All of our websites offer the essential elements for your successful online presence. With over a decade of happy clients, we've developed a list of standard inclusions that provide a crucial mix of functionality, flexibility, and security.

As standard, your website will include:

WordPress CMS
Add and edit content on your site without a developer

W3 Total Cache
Improve page load speeds and search engine performance

Cloud-base CRM/Mailing List integration
Connect Mailchimp or Salesforce etc.

Google Maps
Provide a dynamic Google Map for display on your contact page.

Google Analytics
Record and monitor site usage and key user events

Custom page templates
Custom functionality to match approved page designs

Yoast SEO
Plugin to provide full access and control of SEO meta data

Gravity Forms/Contact Form 7
Create forms and collect enquiries and data from users

Advanced Custom Fields (ACF)
Simplified backend experience to make editing intuitive, efficient and fool-proof

Video, Podcast and other media embeds
Ability to display iframes and Embed codes provided by any third-party content system like YouTube, Spoftify, aCast and others.

Various additional WordPress plugins