







Subject: Website Design Process

| Steps | Details |
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|  <p>Research</p> | <p>This is a crucial step to develop a good website. So, we put a lot of effort in this area.</p> <ul style="list-style-type: none"> We study our prospective customers' needs and market requirements, their products and most effective ways to reach out to the customers. We do a competitive - analysis to cut through the competition and establish ourselves. Based on the market research and competition, we plan our strategy to add different components that makes the website appealing and impactful. <p>We believe that if we do a satisfactory job in the initial step, things become smooth and easy in later phases of development.</p> |
|  <p>Plan</p> | <p>In this step, we plan the tools and components that are best suited for the website.</p> <ul style="list-style-type: none"> We look into the technology, domain, Search Engine Optimization and other factors that come into play. Depending on the nature of the business we plan the layout and looks of the website that is appealing to the customers. |
|  <p>Design</p> | <p>Here, we design some samples to choose from. We take client feedback and inputs and show our experience and expertise to deliver the design meeting their requirements.</p> <ul style="list-style-type: none"> We make the homepage and try to incorporate different elements that makes it look strong and impactful. We consult with our clients with the samples and take their feedback on the design, layout and feel of the website. |
|  <p>Develop</p> | <p>In this stage we develop the approved plan and test different components, check their functionality.</p> <ul style="list-style-type: none"> We check the responsiveness of the website, we make it compatible on various platforms and make it visible in search engine optimization. Here we focus on the data security and ease of navigation for the customers. |
|  <p>Testing and delivery</p> | <p>Once the website is developed, we test functions of different components, ease of navigation, link related items.</p> <ul style="list-style-type: none"> We test the website on different platforms for compatibility. Upon approval from the clients, we launch the website. |
|  <p>Maintenance</p> | <p>It keeps the website versatile and ready for new technological development.</p> <ul style="list-style-type: none"> We keep a close eye on security updates, CMS, backups and upgrades. We vouch for continuous development and improvement, so we keep updating and improving the website on continual basis. |