

## Subject: Website Design Process

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