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The Development Process

Every website project and the web design process implemented, is as different as the businesses they're promoting and the people that own them. Taking your ideas and transforming them into exciting websites and successful marketing features is our goal.

Our web design process starts with discussing your business and how to create an online presence that will drive customers and clients to your doorstep. Collecting key information leads us to outline a plan for your web design project.

Many clients come to us because their existing websites aren't working or producing the results they require. At this point we review their current web design, graphic layouts, promotions and deliver a report pointing to a successful direction to take their site.

We create successful custom websites so understanding your specific needs are key to the success of the web design project. Your investment, time and image are all on the line.

Various reasons for presenting your business online are:

- Promotion of your services and business.
- Advertising for you products.
- Inform clients and customers with important information.
- Provide support services and information.
- Build and promote your image.
- Create an credible tone for your business.
- Market and drive traffic to an offline business.

Process Steps

Stage 1: Initial Consultation

After an initial meeting or discussion, by e-mail, phone, or in person, LI Consultants prepares a project profile to collect your business information, design requirements and promotion direction. We then review and present a report detailing your requirements together with an estimation of costs for our services. At this stage we present you with ideas about the web design aspects of your project.

We create Web design compositions and present them to you for consideration. This stage of the process is free and without obligation. LI Consultants works to produce the right "Look and Feel" for your project and professional image.

Stage 2: Detailed Specification

We finalize the project's design and/or search engine optimization requirements. When you are satisfied with the initial web design compositions and associated specifications, LI Consultants then writes a detailed project specification. This specification document will cover in depth the project's work requirements and design specifications. We detail the goals and how each will be achieved.

At this point we establish the projects exact cost and budget. This budget remains the same throughout the project unless additional features are requested by the client. Our experience and expertise always keeps us on budget and on time.

Stage 3: Initial Development

When the web design specifications have been agreed to, agreements are signed and the design and development begins. Depending on the size of the project, we may request a deposit to secure our services.

Working with the chosen web design composition, we start production and optimization of images, Flash, JavaScript and any additional site features and functions. We always write compliant code and markup languages to guarantee your website will be viewed and used by all users, computers and browsers.

We place the site's navigation and architecture to the projects specifications and details. Next we insert the images, photographs, Flash and multimedia features. Next follows the placement of the copy, text and headings.

Search engine optimization refinements take place at this point. The keywords are placed and code changes and refinements are made.

Stage 4: Testing, Refinement and Review

Test, review and test again. Your site will be used by hundreds of different computers, browsers and monitor combinations, and we make sure that they all work properly for your website. With the text and functionality in place, we perfect the site and give special attention to details. We know the importance of a projects time schedule and budget, and we always maintain the projects work schedule and web design budget.

Stage 5: Completion and Promotion

Once the project web design has been completed and your final approval has been received, we then complete the post-development tasks such as search engine optimization, search engine registration and submission and pay-per-click marketing.

