

# FOREFRONT WEBSITE PROCESS

Where Geekery Meets Productivity



## KICKOFF MEETING

- Discovery Questions
- Establish Milestones & Timeline



## DISCOVERY

- Sitemaps & Wireframes
- Blocks



## CONTENT DEVELOPMENT

- Interview/Data Gathering
- Research & Competitor Analysis
- SEO Research
- Content Creation
- Formatting
- Images
- Forms
- Client Approval

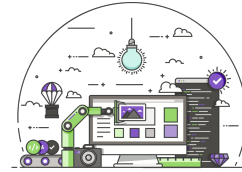


We use SEO good practices within every site we build



## DESIGN & UI/UX

- Homepage
- Interior
- Conversion paths
- Styleguide



## SPRINT 1

- Navigation & Homepage Blocks



## SPRINT 2

- Interior Blocks



## SPRINT 3

- Content Integration



## SPRINT 4

- Formatting & Application Development



## ALPHA REVIEW

- The Big Reveal



## BETA REVIEW

- Invoice Client



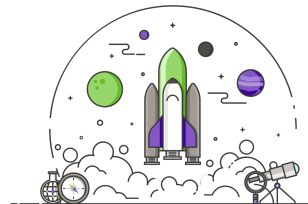
## PRE-LAUNCH

- Internal Punch list
- Final Client Changes



## LAUNCH DAY

- Where Our Work Begins



forefront  
web

## GET IN FRONT



Talk to our experts about what we can do for you!