



Web Design Process

Basic Project Plan

1. Research & Planning
2. SEO-Ready Website Design
3. Website Mapping
4. Creative Content
5. Go Live Checklist
6. Website Review
7. Ongoing Support



Research & Planning

Understanding your business and objectives is at the heart of what we do. No one knows your business quite like you do. It makes sense that we take the time to get to know your online goals in detail. We'll arrange a strategy call or meeting with you to talk through your requirements and make recommendations before any work begins.



SEO-Ready Website Design

Our websites are designed with technical optimisation and conversion optimisation in mind to give you the best possible chances of ranking highly in the search engines and bringing in new customers. When our team takes on a website design and development project, they liaise with our SEO department to ensure that best practice is followed. For example, we'll carry out keyword research to identify ranking opportunities and make technical fixes to site speed, user experience, and optimisation. This saves you time and money in making these changes following your build.





Website Mapping

The next step is to map out a website structure that is easy to navigate for both your readers and for Google. This will result in your most important pages being crawled by Google's bots and a higher overall conversion rate. Every page will be assigned a focus keyword to prevent cannibalised content and ensure that you generate maximum traffic.



Creative Content

Now it's time to bring together all elements of bespoke coding and development that make your site unique. Our talented team of developers, designers, and content writers will collaborate to ensure that your site exceeds your expectations.

We'll send you updates of your website at every stage of the design process to ensure you are 100% happy. In fact, we encourage your feedback and questions at all times, so don't hold back.



Go Live Checklist

Before we put your site live, we'll send you a checklist summarising what we need from you. This will be things like a Google Analytics tracking code, allowing you to monitor your site visits and sales going forward.



Website Review

The final task is to test that everything is operating smoothly before setting your website live. This covers anything that might hinder your visibility or the functionality of your website.



Ongoing Support

Maintaining top rankings and an impeccable online reputation is hard work. We make it easier for you. We offer a variety of digital marketing services that can be discussed following your website build – including ongoing SEO, email marketing, social media marketing, and paid advertising.

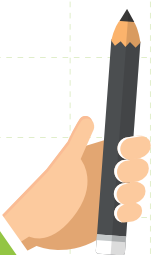
Send Us Your Brief

Looking for a bespoke website that not only looks flawless but generates sales? We'd be happy to help.

Get in touch to request a proposal:

 01226 978181

 enquiries@bigfootdigital.co.uk



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