

# WordPress Website Design & Production

The following describes the adopted procedures and approach to website development, design and maintenance by My Internet Scout.

## Vendor Information

My Internet Scout (MIS), founded by Peter La Fond in 2010, started with the idea of developing a digital marketing methodology to help businesses and non-profit organizations build their audience. MIS's primary focus is on website digital marketing; which includes website production, website maintenance, copy writing, photography, video production, search engine optimization and digital marketing analysis.

## Undertaking Website Production

Many websites share common design features and functions; however, even the simplest of websites are noticeably distinct. The production of websites requires planning and a measured amount of customization. Since the extent of website projects are varied, MIS has created a set of flexible guidelines, methods and procedures to: 1) help define the parameters of a project; 2) keep a website within budget; and, 3) prevent 'Scope Creep' (see Wikipedia's definition, [https://en.wikipedia.org/wiki/Scope\\_creep](https://en.wikipedia.org/wiki/Scope_creep)). The following are examples of MIS website-building practices.

### 'Best-of-Breed' (BoB) Approach

Website technology evolves rapidly; and too often, website software manufacturers go out of business or deprecate their products. For these reasons, MIS employs the 'best-of-breed' philosophy for choosing website software and hardware from vendors. All of our clients' websites utilize WordPress at the core, and only utilize proven themes and plugins from reputable manufacturers. MIS does not source or use software that isn't regularly updated, doesn't provide baseline support or isn't from an established manufacturer.

### Employing Best Practices

MIS avoids unorthodox WordPress practices, software code and methodologies. Implementing such, can wreak havoc on long-term SEO and support of a website. Instead, MIS employs acknowledged best practices for WordPress websites. These practices include, but are not limited to: establishing layers of security, 3-2-1 backups, child themes, regular updates and adhering to Google's Webmaster Guidelines.

### Planning and Implementing a Website Project

Website production is a project that requires planning. My Internet Scout employs a Checklist of Procedures to be used across the infancy, pre-production, production, finalization and maintenance stages of a website project. This checklist, presented on the following page, is undertaken in a chronological order, beginning at the top row and moving downward to project completion.

# Procedure Checklist for Website Projects



RESEARCH	<b>Organizational Goals</b> Ascertain purpose and objectives of an organization and document website's role in supporting/achieving stated goals.	<b>Competitive Analysis</b> Document how competitors approach online facets. If industry is lacking, cross-pollenate from other sectors.	<b>Current Data Analysis &amp; Baseline Data Collection</b> Review current measurements. Note what works, what doesn't and what's missing.	<b>Target Market</b> Who is the primary website audience? What are their persona attributes? Where do they hang out?
	<b>User Feedback</b> What are current clients/stakeholders saying about organization or product? How is feedback provided? What does it look like?	<b>Define Conversions</b> What determines a successful website? By defining conversions, success can be plotted and measured over time.	<b>Branding Integration</b> How will online branding provide continuity with offline efforts? Document all brand elements.	<b>User Flow</b> Will users meander through the pages, or get info quickly and go? Or somewhere in-between?
STRATEGY	<b>Explore Possibilities</b> Brainstorm, whiteboard and discuss potential concepts. Validate how they would support goals.	<b>Sketch &amp; Wireframe</b> Tie in and visualize details by drafting essential features on paper.	<b>Prototype Elements</b> Provide working examples to ensure viability of ideas. What may be a great idea on paper, may fall short of expectation when online.	<b>Accessibility</b> Determine accessibility requisites: font sizes, language translations, display size recognition, etc.
EXPLORE	<b>Content Interaction</b> Layout the information Architecture. Decide on navigation, page relationships & taxonomies.	<b>Content</b> Decide on quality and quantity parameters of content. Determine content relevance and timeliness for audience.	<b>Solidify Scope</b> Confirm and solidify scope of project so it includes all essential elements and stays within budget.	<b>Styling (part I)</b> Decide on visual styling such as font families, pull-quote behavior, colors, logo layout, page layouts and other subtle brand elements.
MESSEAGING	<b>Theme &amp; Support Software (Styling part II)</b> Decide on theme and plugin software that supports required look, feel and functionality.	<b>Curate, Filter &amp; finalize Content</b> Build content library for content types; written copy, images, videos, etc. Tailor content for appropriate use.	<b>Initiate Production &amp; Development</b> Set up development server and initiate production of website.	<b>Perform Technical Tests &amp; Correction Cycles</b> Test website functions. Correct and re-test to ensure proper working order.
CREATE & TEST	<b>Cross-check Content Continuity</b> Check for proper page linking, missing data and use-flow. Correct deficiencies where needed.	<b>Final Changes</b> Beta test website with small audience. Decide how to remedy deficiencies. Freeze updating of content.	<b>On-site SEO Inputs</b> Curate, confirm and integrate on-site SEO tags for search engine indexing.	<b>Mobile Responsive Design</b> Perform testing-correction cycles and reconcile behaviors on mobile version of website.
REFINE	<b>Greenlight to Go Live</b> Confirm completion of pre-migration checklist to minimize down-time and receive greenlight from client.	<b>Taking Website to 'Live' Status</b> Migrate new website from development server to publicly accessible production server.	<b>Post-production Tasks</b> Test functionality and remedy migration deficiencies. Integrate third-party analytics, remaining SEO & wrap-up other tasks.	<b>Training</b> Schedule and perform training as requested by client.
GO LIVE & FINALIZE	<b>Set-up Maintenance</b> Schedule technical and content-related maintenance tasks.			
MAINTENANCE				