



*Creative
Online Solutions*

519 856-0459
NextPage@mac.com
NextPagePublishing.com

Website Design Process

1. First Contact

Contact us by e-mail or phone to speak to one of our representatives. Or fill out our convenient quote request form.

2. Requirements Evaluation

Following initial conversations (be it via phone or email), a more in-depth dialogue will be required in order for us to effectively assess your needs and requirements. This will be a 2-way conversation where you can describe what you would like your website to do for you, and quite often we will be able to make suggestions which you may not have thought available.

3. The Quote

NextPage can then prepare an in-depth quote which will contain all features previously discussed during stage (2) as well as a breakdown of all costs and services.

4. Approval of Quote

Once any required adjustments are made to the quote, the client will then give approval to proceed with the projects. The quote will then be converted into a contract, including timelines, to be signed by both parties.

5. Data Collection

The client will then provide any information (including colour schemes, logo, corporate branding, copy etc.) which will be required to be incorporated within the site design and content.

6. Design Concepts & Approval

Based on any colour, logo and font information provided in stage (5), we will then present you with a variety of design concepts from which to choose. The chosen design can then be further tweaked until final approval and sign-off.

And this is where NextPage truly shines. Our concepts show off our unique creativity, ensuring that your final website will be reflective of your organization's image, and be truly distinctive.

7. Site Structure & Database Development

This stage is literally the skeletal framework of the website. This behind-the-scenes planning and building is what will make your website highly functional,



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8. Population

This is where the biggest growth spurt occurs during the project life cycle. Any and all information provided by the client will now be inputted into the site structure and database (where applicable). You will now see your website really start to grow and take shape.

9. Testing

Before going live, your website will go through a rigorous testing period. We will subject your website to a series of test, all designed to ensure that your website can work no matter what the circumstance. And this is your chance to see your site before it is unveiled, so that you can make any necessary changes to copy etc.

10. Going Live

Your new website will be launched live to the public.

11. Search Engine Optimization (SEO)

A second check will be performed to ensure that all pages on your website contain the necessary keywords and description in the Meta-tags. SEO programs are also available.

12. Maintenance

Your site will then move into Maintenance Phase. This can be managed either by you, the client, or by NextPage. Annual maintenance contracts are available.