

Eight Nimble Steps to a SUCCESSFUL WEBSITE UPDATE

1.



DEFINE OBJECTIVES. Identify and prioritize the reasons you need to update your site. What's missing or weak on the current site? What's working well and can be improved or emphasized?

2.



SECURE INPUT. Get early engagement from those whose approval or insight is needed or valuable. They should buy into or at least be comfortable with the objectives. Can some review draft content?

3.



DEVELOP OUTLINE & OPTIONS. With clear objectives and good input, it's now possible to build a budget and timetable. We recommend an outline that's as specific as possible, with potential add-ons, all priced out.

4.



AGREE ON SCOPE. Revise the outline as needed, select which add-ons will be accomplished and determine based on those specifications how much the site will cost and when it will be completed.

5.



EXECUTE DEVELOPMENT. Develop and procure all of the content and set it in place, in alignment with the agreed-on scope. This is the longest and most valuable step, and the preceding ones can make it efficient.

6.



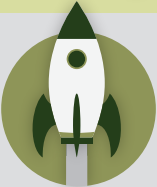
TEST FUNCTIONALITY. Make sure the buttons, links, forms, commands and scripts work properly. Test the look and function on the multiple devices and platforms that will likely display the site.

7.



REVIEW & REVISE. It's best if multiple reviewers can eyeball a draft site and confirm it meets the objectives, considers the input and conforms to the agreed-on scope. Revisions are easier at this stage.

8.



LAUNCH. Once all the sign-offs are in and the revisions are made, it's ready to go live. Be sure you have a plan for communicating the good news effectively to the right audiences and at the right times.