

working with inspire

websites

inspire.
creative inspiration

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Step 1: We Listen

Firstly we will arrange a meeting to discuss the entire project with you. Before we can even think about building a website there are many areas we need to discuss to ensure the website we create is what you want and what you need.

The info below will form a brain storming type chart which shows all the questions and reasons why we need to know the information pointing at the inspire logo.

We will need to know:

- Who you are and what you do
- The objectives of your website in relation to your business and the wider marketing mix i.e. is the purpose of the website to generate revenue, raise awareness or purely to deliver information about your service or product?
- Who is your target audience?
- What branding you have or how you currently represent your business visually
- Is there a style our designs will need to be based on?
- Do you have an existing website and how much of the structure or content needs to be utilised in the new website, if at all?
- The anticipated amount of content and approximate number of pages the website will comprise of
- Where is the content (images and text) coming from? Do you need any of our additional services such as photography or copywriting?
- What functionality do you require? What do you want the website to do technically?
- When would you like the website to go live and be available to your customer base?
- What budget do you have? Remember a budget is what you are happy to spend on the project, it is not a trick question. It allows us in most instances to formulate a plan that means we can give you what you want within your budget. Knowing your budget also means we can let you know what we can produce for you should your budget not match your ambitions



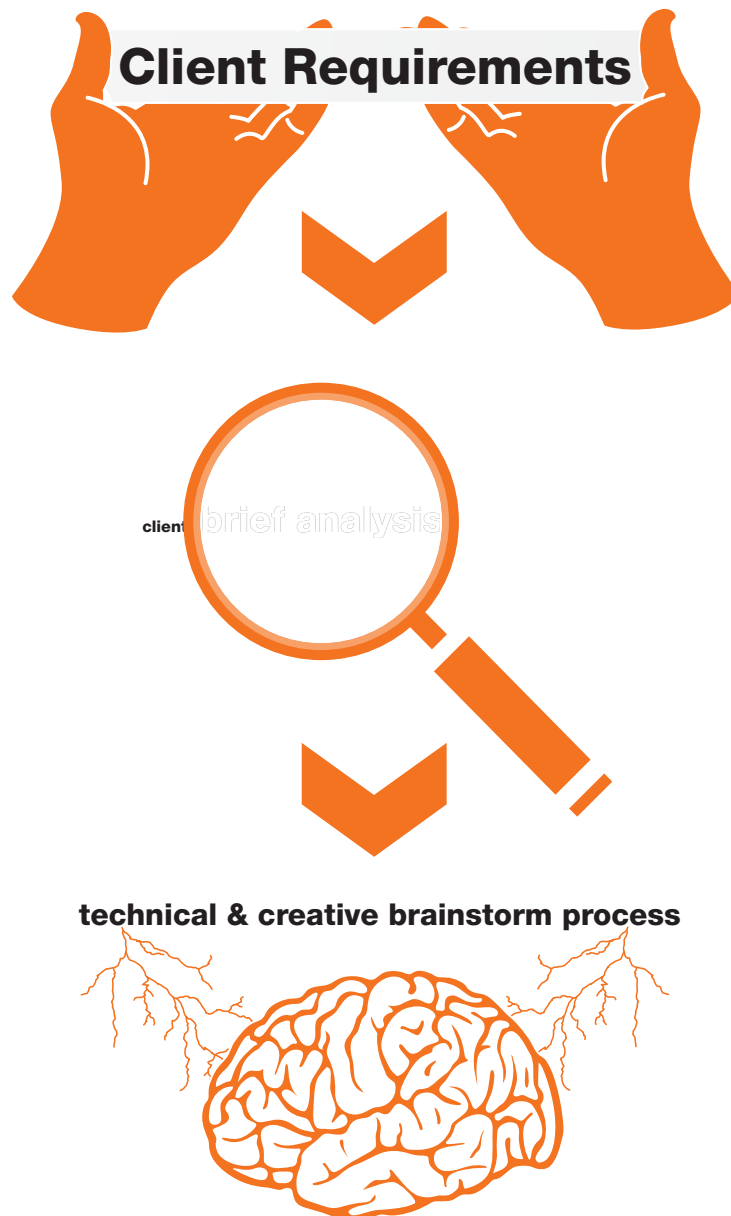
It is important you know the answers to all the questions above to ensure we interpret your requirements accurately.

Step 2: We Analyse

After meeting you and discussing your requirements the Inspire team members that will work on your project will have a meeting to discuss the project. (We have no junior designers or developers within the team so you can be assured of a high level of service and craft throughout the project.)

We will analyse your requirements and formulate some ideas about the structure, design and functionality of the website that work within your brief. Through this process we will fine tune ideas for inclusion in the website. All of this will be done with a focus on your objectives, audience and budget.

We will decide how best to build the website from a number of options. This decision will primarily depend on the functionality you require and how you see the website expanding and growing in the future. We would look to be able to facilitate your future vision for the website as well as your immediate requirement to give you the most scalable product.

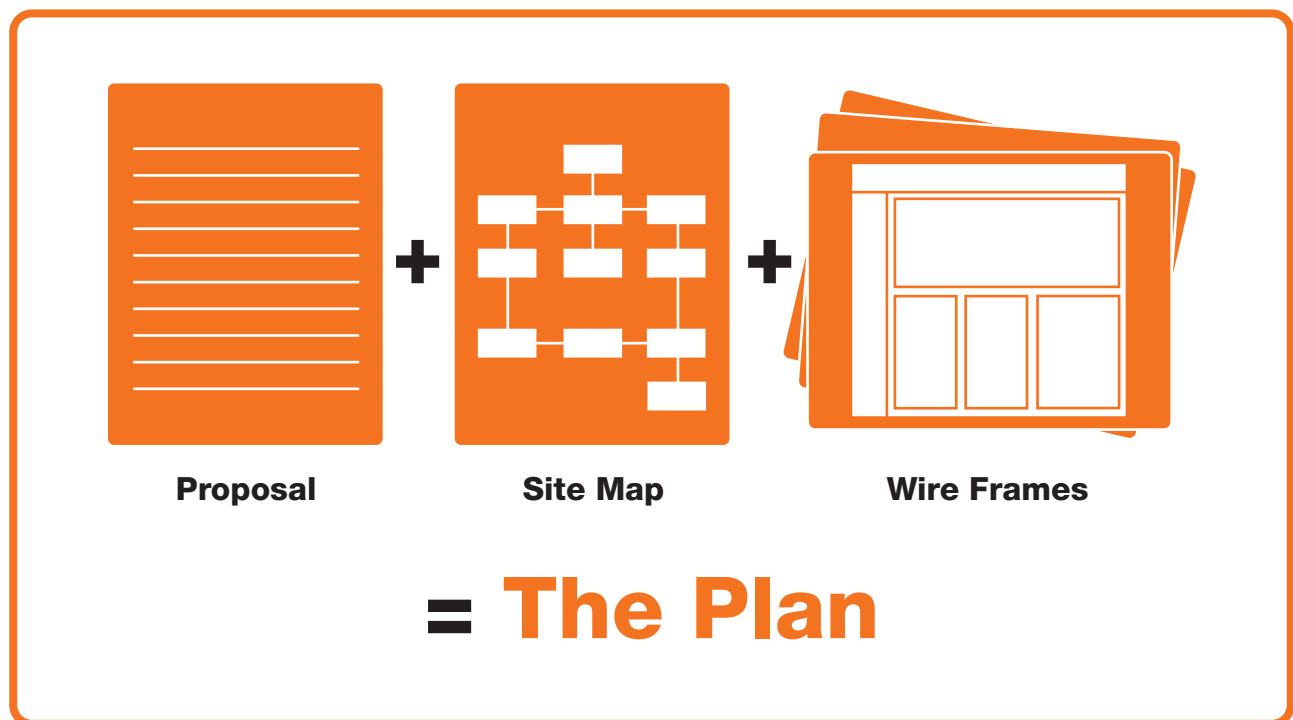


Our thought processes work within the requirements you outlay in stage 1.

Step 3: We Plan

Once the Inspire team have concluded their analysis of the brief and agreed on a way forward we will write a detailed proposal.

This proposal will consist of everything we agree to produce to meet your objectives including the functionality detail for both the front and back end of the site and how and when we expect these to be delivered and a cost for the job as a whole. Once the proposal and cost has been agreed and signed off our next step is to produce a site map showing the layout of the entire site and wireframes demonstrating layouts of all required page templates. The site map and wireframes will need to be agreed before moving onto the next step.



If for any reason our costs are greater than your budget we will let you know what we CAN do for your budget in the proposal. From this you'll see how much more you would have to increase your budget by to achieve all your requirements. Obviously the cost will demonstrate if your budget is greater than required. We believe in fairness and transparency in all agreements as we look to build long-term and trusted relationships with our clients.

Step 4: We Design

Only once the plan has been agreed will the design process begin.

We will take into account all branding requirements and in the absence of branding, any design direction given. The site will be designed with you (the client), your industry and your target audience in mind.

Above all we will make sure your service or product is represented to the highest level. The design of the site structure and navigation will be clear, logical and engaging to ensure an enjoyable user experience.

The initial designs we produce will be based upon the wireframe templates produced in the plan. Once these are completed we would seek client approval before going to the next step.



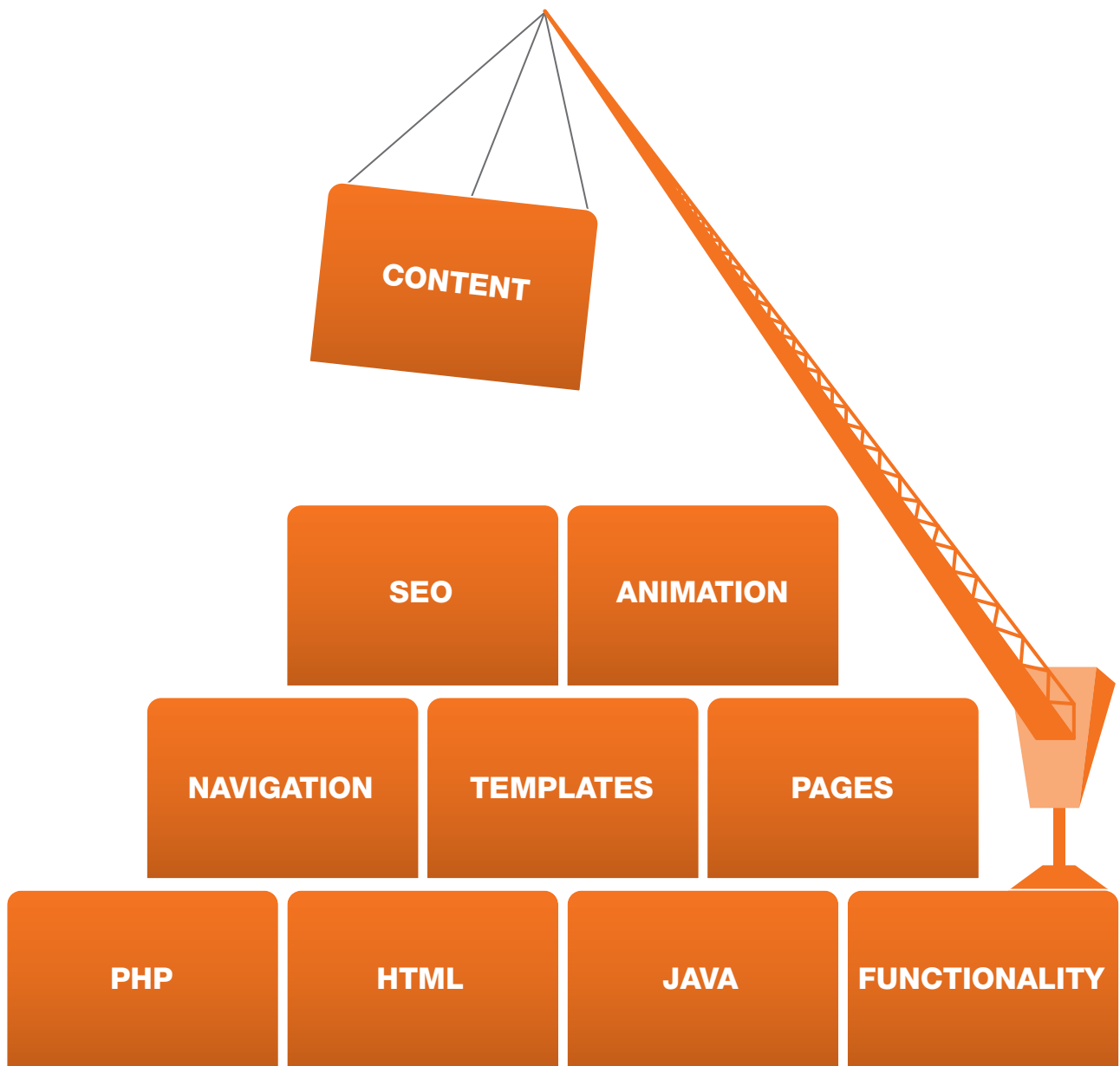
When designing a website we take everything into account to ensure a quality product is produced.

Step 5: We Build

Once approved, the plan, wireframes and designs will be handed to the development team so they can begin building the website templates and site structure.

During the template build all content required to complete the site will be gathered and delivered to the development team to insert into the site.

This process will also include the development of any functionality required within the site.



Step 6: We Test

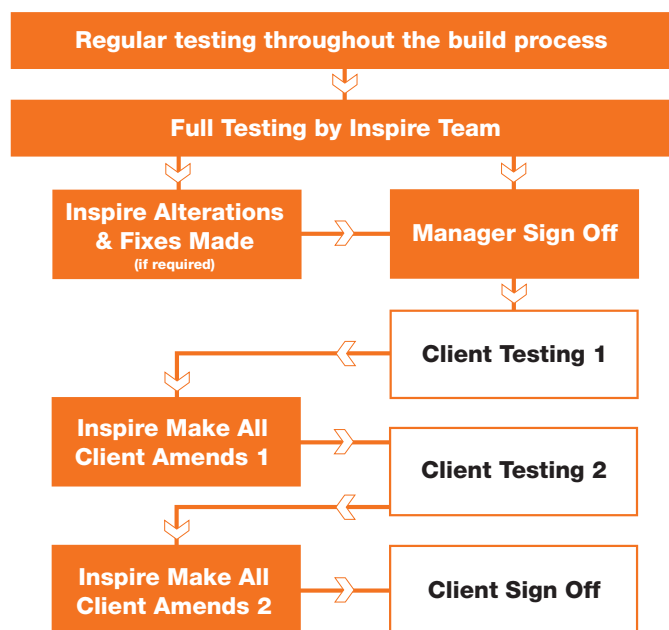
Arguably, the most important part of the entire process.

The Inspire development team will test the site throughout the build. However, before the site can be released for client testing, other members of the Inspire team will test the site for any faults including graphical inconsistencies, technical issues and content gaps. Once the site has been signed off internally by both the relevant Account Manager and the Creative Director, the site will be released for client testing via our designated development area.

Our development area fully simulates how the site will operate when live to the public so you can be confident that your new website will be exactly the same when it goes live as when you sign it off. **(ONLY IF SERVERS ARE OF THE SAME SPEC CAN THIS BE GUARANTEED!! IE. LINUX AND WINDOWS OR MISSING PHP UPDATES ETC)**

Within our stated costs we allow for 2 rounds of amendments to be made. These are normally content driven but occasionally small technical issues can need tweaking in preparation for making the site live. This is the very reason we look to test so thoroughly to catch everything before the site goes live.

A flow diagram here showing the stages of testing visually.



Step 7: We Go Live

When the site has been signed off we will make it live on a server of your choosing (our own if required) and POINT it to the necessary server IP address.



Inspire Online Services

Inspire can offer a host of online services which can be used as required. These services include, but are not limited to:

- Domain name registration
- Hosting
- Website Design
- Website Build with bespoke coding
- Website Build with Joomla
- Content Management Systems
- Online Shop Facilities (e-commerce)
- Blogs
- Database Driven Websites
- Membership facilities
- Flash Animation
- SEO
- Social Bookmarking Registration
- Social Media Setup
- Social Media Campaign and Strategy
- Google Adword Campaign Strategy and Management
- Web Banner Advertising

If there is something you require that is not listed above please don't hesitate to contact us. We are confident that we can facilitate all your online requirements at a competitive cost to the highest standard.

For more information regarding inspire and our services please:

**Call: 01622 844281 Email: info@inspireadvertising.co.uk
www.inspireadvertising.co.uk**