

1 Research

Action or Item	Description
<input type="checkbox"/> Current Site	Review the previous design process, assess the current website, and note what is and isn't working.
<input type="checkbox"/> Competitor	Take the time to understand what your competitors are doing and assess if they're doing it well.
<input type="checkbox"/> Customer	Examine your customers and prospect personas and their buying journey — this is a vital step in building the site architecture.
<input type="checkbox"/> Review and Approvals	Review all insights gathered from the research phase and get approval from stakeholders of the direction you want to go with the redesign.
<input type="checkbox"/> Project Brief	Whether you are creating the site in-house or using a vendor, create a brief that outlines what the site will look like before starting the planning phase.
<input type="checkbox"/> Vendor Selection <i>(if applicable)</i>	Review potential vendors, create and send out RFPs, and select a vendor.

2 Plan

Action or Item	Description
<input type="checkbox"/> Strategy and Goals	Develop and write a plan that keeps business goals and KPIs in mind. Create a deck for the team to review and approval.
<input type="checkbox"/> Brand Guidelines	If you don't have or haven't recently refreshed brand guidelines, do so in this phase.
<input type="checkbox"/> Content	Create a content plan and architecture. Identifying a content plan before entering the design phase makes it easier to create a site plan and wireframe.
<input type="checkbox"/> Timeline	Set up a start-to-finish schedule.
<input type="checkbox"/> Assign Responsibilities	Determine internal and external stakeholders and assign them responsibilities to ensure communication throughout the process.
<input type="checkbox"/> Assemble All Components	Combine all of the planning documents into a single document.
<input type="checkbox"/> Approvals	Make sure there is a stakeholder review and that you secure approvals of all planning items before the design process begins.

3 Design

Action or Item	Description
<input type="checkbox"/> Mood Boards	Employ look-and-feel visuals to convey the colors, photos, videos, graphic style, layout, and copy tone. Check that the board aligns with your brand.
<input type="checkbox"/> Sitemap	This visual describes the relationships between the main areas of your website to illustrate usability in the final product, so you end up building a user-friendly and easily navigable website.
<input type="checkbox"/> Wireframes	Create the home page first, and then add all the sub-pages using the website hierarchy previously created in the sitemap.

3 Design (Continued)

Action or Item	Description
<input type="checkbox"/> Page Layout	The primary function of a layout is to show the information structure, visualize content, and demonstrate basic functionality. Designs contain colors, logos, and images to preview the future product.
<input type="checkbox"/> Select Technologies	Select the appropriate technology stack – programming language(s), frameworks, and CMS – to ensure that the server can handle the installation and that the set-up is friction-free.
<input type="checkbox"/> Approvals	Review and approve everything decided upon during the design phase. Adherence to the plan will prevent additional costs and scope creep.

4 Develop

Action or Item	Description
<input type="checkbox"/> Coding	Test static web page elements designed during the mock-up and layout stage. Add special features and interactivity.
<input type="checkbox"/> Deploy	Implement frameworks and CMS to ensure the server can handle installation and set-up. Upload the site to the server using FTP (File Transfer Protocol) software.
<input type="checkbox"/> SEO	Optimize website elements to help your site achieve higher search engine rankings. Valid code is essential for successful SEO.

5 QA & Launch

Action or Item	Description
<input type="checkbox"/> Test	Time for the user, technical testing, and A/B testing on a variety of platforms (multiple browsers, mobile devices, and OSs) to ensure functionality. After deployment, run a final test to ensure the correct file installation.
<input type="checkbox"/> Regression Test & Launch	Confirm that the new programs or code changes haven't adversely affected existing features. Upload and launch the site.

6 Iterate

Action or Item	Description
<input type="checkbox"/> Maintenance	Ensure inks, forms, scripts, video, and code are all valid. It's a good time to also spell check all the latest content.
<input type="checkbox"/> Opinion Monitoring and Ongoing Attention to Analytics	Review customer feedback systems and check-in with your help desk and other personnel. Check analytics tools to gather more insights.
<input type="checkbox"/> Regular Updating	Fix and refresh the site based on technical and user feedback.