# 5 Steps to a Successful Sagefrog Website

## 1 DISCOVER
Define your goals, vision, and specific requirements.

- ✓ What are the main objectives of your new website?
- ✓ What are your critical deadlines and milestones?
- ✓ Are there specific technical requirements?
- ✓ Are there existing branding or marketing materials to consider?
- ✓ What are your preferences for design style and aesthetics?

*The next steps happen simultaneously, with our Content and Creative teams joining forces.*

## 2 DRAFT
Write the content.

- » **SEO:** Conduct keyword research and provide on-page recommendations
- » **Outlines:** Create detailed, page-by-page outlines that specify key information and relevant links
- » **Workshop:** Review outlines, content direction, and resources
- » **Copywriting:** Draft complete, optimized website copy

## 3 DESIGN
Craft the visuals.

- » **Wireframes:** Create visual guides to represent your new website's framework
- » **Graphics:** Present creative elements that align with your brand strategy
- » **Homepage:** Design and review homepage concepts to set our direction
- » **Templates:** Design and review templates for interior pages and mobile

**We invite collaboration.** Your role is to participate in meetings, workshops, and reviews, providing feedback on preferences and input based on your expertise. Timely approvals are essential to launching your new website on schedule.

## 4 DEVELOP
Build your website using the latest UX best practices.

- **Coding & Testing**
- **Pre-Launch Digital Review**
- **Content & Graphic Entry**
- **Sagefrog & Client QAs**

## 5 DEPLOY
Launch, test, and maintain your new website.

- **Preparation & Launch**
- **Bug Fixes**
- **Client Training**
- **Ongoing Maintenance**
- **Final Approval**