

*Have a question about this topic? Contact Levi Neuland or Mandy Bly*

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### Phase I: Discovery

#### Project Management

- Project timeline created
- Book internal meetings with project team for discovery phase
- Determine number of client revisions per phase
- Determine number deliverables per phase (wireframes, copy pages, layouts, etc.)
- Discovery or kickoff session held with client
- Complete sitemap, if in SOW
- Complete audit, if in SOW
- Complete project brief, if in SOW
- [ ] If using purchased website template, select template options, send to project team, and pick template as a team*
- [ ] If using purchased website template, identify which page templates apply to sitemap pages*

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### Phase II: Content Strategy / Copywriting

#### Project Management

- Book internal meetings with project team for content phase
- Complete SEO research, if in SOW
- Complete wireframe, if in SOW (preferably in XD or Photoshop)
- Provide TMG copy template to copywriter or to client (if client is writing copy)
- Gather any client-owned imagery being utilized for art director
- Include full project team on routings

#### Copywriting

- Review any sitemap, wireframe, SEO research, if in SOW
- Complete copywriting for website pages in TMG copy template, if in SOW
- Meet with internal team
- Proofreading
- [ ] If using purchased website template, review selected template, copywrite to similar page structure*

## Website Checklist

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### Art Direction

- Complete mood board, if in SOW
  - Review any sitemap, wireframe, SEO research, if in SOW
  - Determine which device(s) layouts will be shown as
  - If using purchased website template, review selected template*
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## Phase III: Creative/Layouts

### Project Management

- Book internal meetings with project team for layout phase
- Include full project team on routings

### Art Direction

- Complete layouts as dev-ready files, if in SOW (preferably in Photoshop or XD)
  - Review client imagery, if provided
  - Select stock photography, if needed
  - If using purchased website template, design to selected page structure*
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## Phase IV: Development

### Project Management

- Book internal meetings with project team for dev phase
- Set internal [routing] several days before [to client] in project timeline
- Include full project team on routings
- Gather hosting credentials with client, if hosting is established
- Gather domain credentials with client, if domain exists (if it doesn't exist purchase new domain)
- Gather any additional CMS or site file logins from client

### Art Direction

- Upon approval of layout, size and mech imagery for additional pages
- Hand off files to developer
- Purchase stock photography, if needed

### Developer - Start of Project

- Review layout and imagery files from art director
- Review any sitemap, wireframe, SEO research, if in SOW

## Website Checklist

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- Save hosting credentials on LastPass
- Save domain credentials on LastPass
- Save any additional CMS or site file logins on LastPass
- If using purchased website template, purchase the selected template*

### Developer - Web Standards

- Page titles / alt / meta are implemented
- Google analytics is implemented
- Sitemap is implemented
- Site files are compressed
- 404 page matches site's look and feel
- Cross-browser tested

### Developer - Security

- Private content is not accessible via URL (form submissions, etc)
- Form submissions are protected from SQL injection
- Admin & user accounts have proper permissions and secure passwords
- Public user registration is disabled
- Administrative email addresses are properly established
- All 3rd party code is up-to-date

### Developer - Server

- 301 redirects setup from old links to new site
- Email addresses have been created (as needed)
- Destination server has proper specifications and settings

### Developer - Pre-Launch

- Free of dev-centric code (Console logs, local urls, modules, php errors, etc)
- Content is complete
- Backup exists for current site and dev site in repository
- Approved for launch by client

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## Phase V: Quality Assurance & Launch

### Project Management

- Provide website training guide to client, if in SOW
- Provide website maintenance contract to client, if in SOW
- Hand off site files to client (if non-CMS website, purchased stock imagery)
- Promote completed website on TMG social media accounts
- Add completed website to TMG website portfolio

## Website Checklist

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### Developer - Post-Launch

- Create website training guide, if in SOW
- Package up site files for client (if non-CMS website, purchased stock imagery)
- Caching is enabled and working
- 301 redirect are working properly
- Domain urls resolve properly (www, non-www, index.php, etc).
- Server memory / cpu is stable
- Analytics is tracking properly
- Site works identically as pre-launch site