

The R&R Way | Websites

The path to beautiful designs & smart ideas



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Research & Immersion

1.1 Website Audit

First, we'll assess your existing website to understand the history of the brand and digital presence, identifying weaknesses and trouble areas.

1.2 Interview key stakeholders

As with any creative project, it's important to start with a meeting of the minds. We'll set up a call to better understand the pain points as well as potential opportunities for the core website needs.

1.3 Creative brief development

Gleaning insight from our conversations and your creative responses, we'll draft a creative brief, the written document that is the foundation for our creative conceiving.

1.4 Project Management & Invision

Project management comes standard with all of our projects; it's our way of ensuring that from start to finish your project runs smoothly. To manage website projects, we use a platform called Invision that allows for easy viewing of designs, commenting and tracking revisions.

2

Information Architecture

2.1 Site Plan

The site plan is the blueprint for your website. It lists out every page on the site and outlines primary, secondary and tertiary navigation.

2.2 Wireframing

Before we design a stroke, we create simplified

wireframes of the home and atypical pages to best understand the flow of information.

2.3 Content Creation*

Whether it's a couple headlines or a total site-wide rewrite, we can help. Having a consistent voice and clear messaging is hugely important in today's digital world.

3

Design

3.1 Creative Conceiving

The fun part! We'll design two unique website directions that live within your established brand.

3.2 Refinement

We'll work with your team to refine the chosen design direction to perfection. Once a home page

and sub page has been approved, we'll move on to the atypical pages, banner art and icons for the site.

3.3 Mobile Break Points

We design every website to be mobile responsive, creating designs for break points to ensure the site transitions seamlessly and in a user-friendly manner across desktop, tablet and smartphones.

4

Development & Launch

4.1 Development

We develop all our websites using the highest standards of responsive WordPress development. We'll host the website on a beta server and only push it live after it's been thoroughly tested.

4.2 Content Population & SEO

We'll upload content and images to the site during development ensuring the design and functionality works within the constraints of the copy. In addition, we can also implement an integrated SEO strategy that fully optimizes your site for launch.

4.3 Launch*

A new website is a big deal, and it should transcend all marketing channels. Social and digital campaigns, eblasts and even print marketing can be effective ways to announce your new site.

4.4 Training

You have a shiny new website! Now it's time to learn how to update content, write blogs and add new pages. We'll train you on the ins and outs of your new site.

*Scopes may vary.