



1. Conceptualise and Research
 - Strategic (Why are you creating the web site?).
 - General Site description (What kind of site is it?).
 - Target Audience (Who is it for?).
 - Content (What will be on the site?).
 - Resources/Costs (Budget, Staff, Time).
2. Plan, Gather and Organise content
 - Gather material (text, images)
 - Organise information (what goes where, priorities).
3. Develop the "Look and Feel" (web designer action)
4. Produce graphics and HTML documents (web designer action)
5. Create a prototype (web designer and client action)
 - View the prototype
6. Test, test, test! (web designer and client action)
7. Upload and Test again (web designer and client action)
 - Test site online
8. Maintain and Grow (web designer and client action)
 - Update pages to keep them fresh