



Abacus Design

10 Steps to Developing your Website

Step 1: Set your objectives



The objectives of your website need to be clear. They should include the purpose of the site, target audience, market areas (local, national, world-wide), your competition, etc.

Your objectives may be to provide information & reduce the need for direct contact. Alternatively, they might be to act as an advertisement for your company or to provide a full on-line shopping experience, such as Amazon.com.au.

Step 2: Design the content



Design the structure & content material (both text & visuals) for your website. Include relevant photographs, logos etc. The content should be compiled from sources such as your ideas, existing company's Brochures, Pamphlets, and Newsletters etc.

Include references to any relevant industry associations you belong to & confirm you have the rights to reference them &/or use their logos in electronic media.

Abacus Design can help with the content design if required. We can also help select & develop the graphics to be displayed on your website.

Step 3: Determine the style



The style of your website includes the theme, navigation (buttons &/or text links.), footer, information (company name, address, phone, fax, e-mail, copyright, etc.). Abacus Design can advise on colours, styles, etc if required.

Step 4: Compile the information



Compile everything, including photographs, graphics files etc & submit it to Abacus Design for development.

Step 5: Website Design



Abacus Design will develop a prototype of the website & upload the files to:

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www.abacusdesign.com.au\  
<yourcompanyname>\
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This way you can view the design & give your comments & changes regarding the design.

Once the prototype is approved, the modifications requested will be completed for your approval. The number of revisions required to complete the development of the website will depend upon the type & complexity of the website.

After the website has been developed, it will be fully tested. Abacus Design will specifically check for:

- Coding errors
- Typos (spell check & proofreading)
- Navigation functionality
- Load time
- Browser compatibility at different resolutions
- Hyperlinks work correctly

Step 6: Register a Domain Name



A domain name is your unique Internet address. You will need to register a domain name to load your website to the Internet. Abacus Design can register a domain name for your website.

Step 7: Select a Website Host



A website host stores your website on their server and makes it available on the Internet. Abacus Design can arrange website hosting suitable for your website's requirements.

Step 8: Search Engine Submission



Search engines work from information contained in your website. Abacus Design will be design your website so it can be found by popular search engines.

Once the website has been set up, Abacus Design will manually submit it to the major free search engines and discuss your options for paid search engines.

Step 9: Offline Marketing



Ensure your website address is printed on all new stationary, business cards & advertising material. Consider re-printing any of these if required. Tell your customers & potential customers about your website.

Step 10: Support & Maintenance



Once your website is live, from time-to-time, you may need to update it in terms of content. You may need changes to the address of your business; your product/services portfolio may change etc.

Abacus Design can assist you in updating your website. We will quote on updates to your website on an individual basis.