

ALIVE WITH IDEAS PRESENTS

The Web Pack

This pack is **interactive**. Click on the buttons to navigate through.



alive



How Do We Work at Alive?

Let's start by saying, we're human beings, we get to know you and we build a relationship. That's a key part of our ethos at Alive and we don't lose sight of it.

At Alive, we love to craft websites that reflect your values and identity. Through considered creative, site layout, messaging, and calls to action we create a website that captures **you, your organisation and your audience.**

Building a website may feel like venturing into the unknown so this booklet is our way of cutting through the long grass to guide the way. It outlines our process, what we need from you and what you can expect from us.

We appreciate you're not web developers, so we try and keep the tech jargon to a minimum, but we can signpost you to our handy glossary just in case.

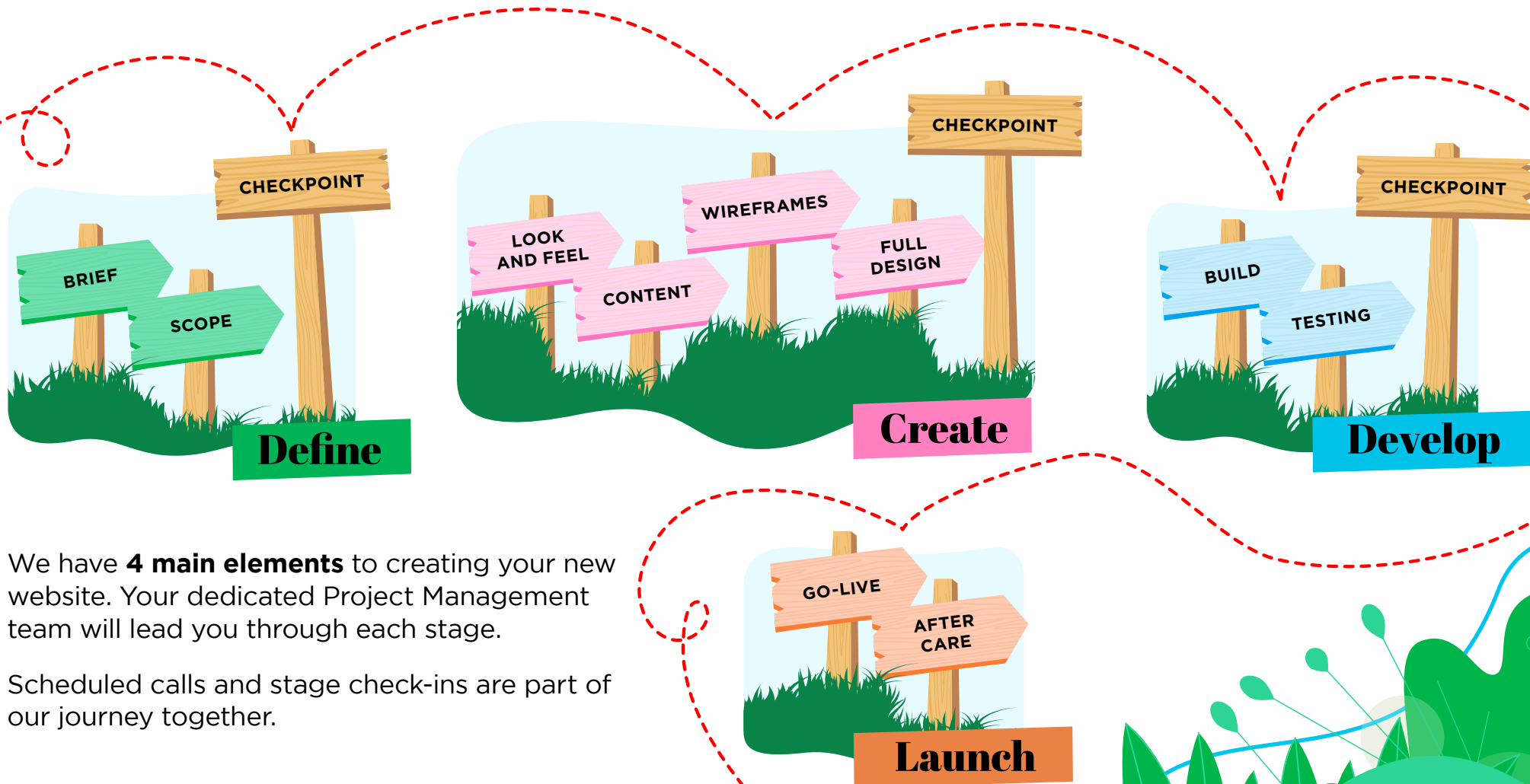
Consider this a **road map** for your upcoming project.



We're human beings, we get to know you and we build a relationship.



Our Journey Together



We have **4 main elements** to creating your new website. Your dedicated Project Management team will lead you through each stage.

Scheduled calls and stage check-ins are part of our journey together.

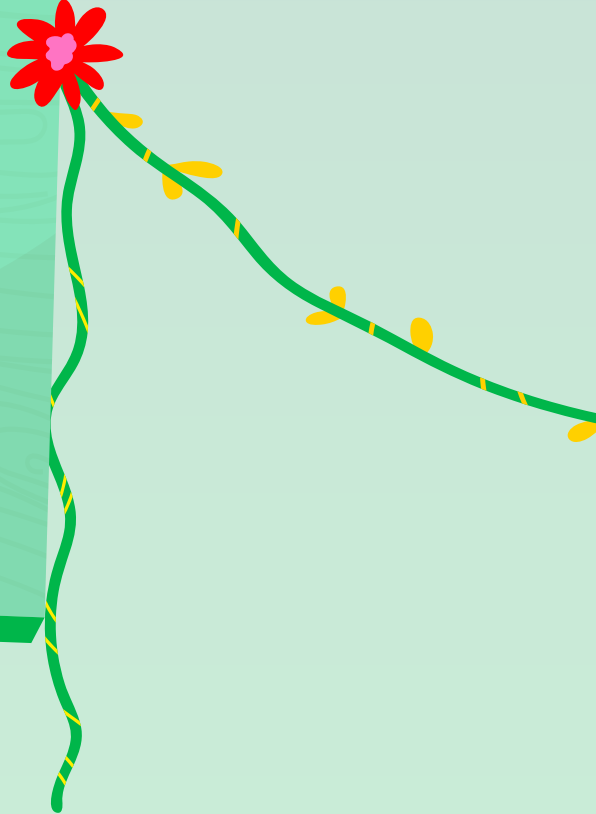


Define

This is where we define our destination.

First you tell us **your vision** via a detailed brief. We dig into your objectives and needs so we have a clear view of what's required. Then we discuss how we think we can **achieve it** via a detailed scope.

We outline the site's functionality and specify the details of the end result so you have a clear idea of what to expect, when and with what budget.



Brief

In this stage, you tell us what you need.

Help us understand the **who, what, how, why** and **when** of the project. What's the real challenge for you? What are the **key objectives**? Knowing the intent and purpose of the website is crucial.

There will be a lot of questions, so we ask that you complete our **briefing document** so we can make sure we're all on the **same page**. It will ensure that we have all the **key information** we need to map out a **clear vision** for the project.

By the end of this stage, we should be confident we have the right answers to the right questions so we have **solid foundations** for our next steps.

Top Tip:

It's important that all **key stakeholders** and decision-makers are on board with the answers you've provided in the briefing document **before** we progress.

Any example sites you've seen and liked?

Who are your target audience?

What tone are you after?

What functionality do you need?

What's driving the deadline?

What's your budget?

Do you need hosting?

Scope

In this stage we investigate the **overall look and feel** of your website and branding (if required).

We will arrange a **technical scoping** conversation with necessary stakeholders. We talk through your briefing document, ask any questions we have and begin **refining the scope** of the project.

Here we get into the nitty gritty to answer exactly how the site is going to work – what it **can and can't** do. We work through the needs of the audience, build a site map, uncover and define exactly what you are going to get, so everyone **feels confident** throughout our journey together.

By the end of this stage, we will all be confident about what is and isn't being **delivered** and by when.

Top Tip:

We try to keep the tech talk to a minimum, but this stage is more complex so you can always reference our [handy glossary](#) if you need to decode an email or two!

Hosting requirements

Research

SEO needs

Site map

Project plan

Content

CRM Requirements

Checkpoint

Let's catch up

We know everyone is busy but agreement from all major stakeholders is **vital** at each checkpoint. It's difficult and costly to make unplanned changes so, getting everyone's heads together at this stage means fewer spanners later down the line!

All objectives are accounted for and addressed.

Everyone understands that major changes past this point may cause additional costs.

All major stakeholders are on the same page and happy with where we are now.

CHECKPOINT





Create

This is where the real fun begins.

We share some initial **visual approaches** to finalise the site's overall look and feel.

We can also work to refine your **messaging** and pin down the content. Then we pull those into a full design where we can get a clear understanding of **every page** on the site so you can give your stamp of approval before we build.

Look and Feel

In this stage we investigate the overall look and feel of your website and branding (if required).

Using your specified visual preferences, we develop some different **creative concepts** and mock them up as site pages. This stage is an **evolving process**, our initial visuals are a starting point which we build on, tweak and rework until you are happy.

We base the full design on these visuals, so please take time to **carefully engage** with each option. Changes to the site style beyond this point can slow down the process and involve additional costs.

By the end of this stage a **clear view** of the site branding, colours, fonts and visual approach will be defined.

If you have come to us via a pitch, we may have already covered off the initial visuals or concept development and we will take the next steps to **refine** our designs.





Content

In this stage, you share all the content that needs to live on the site.

The site copy is the **real heavy lifter** and shouldn't be underestimated. We need all the copy to be thoroughly fleshed out at this stage before we can continue design. The full visuals are directly based on the copy you give us, or that you require us to write, so it's important for you to be **confident in the copy** you approve at this stage since any major rewrites can have huge knock-on effects to the design.

Writing can be tricky, but we've got your back with some helpful guides to get you started:


[**7 Steps to Smashing Your Copy**](#)

[**3 Steps to Better Comms Copy**](#)

We also have **communications consultants** at Alive, that can help with your strategy as well as copywriting and copyediting. Your content should be centred around the **story** you want the website to tell and what you want the reader to know, feel and do.

There is more to content than the copy alone. Think about how to **best communicate** your message through other means; animation, video, infographics, photography, or beautiful illustrations all drive the **emotive response**.

By the end of this stage, we should have all the **final copy** and a clear idea of any other **assets needed** on the website.



Wireframes

In this stage, we design the whole website at a purely **structural** and **functional** level before any visual design or content is added. This is called wireframing.

A wireframe is used to refine the navigation and **functionality** of all pages to determine the best possible **user journey**. It's all about **streamlining the experience** you want to achieve.

We do this because wireframes are easier, less costly and less time-consuming to amend than full visual designs – it's vital we ensure everything is **positioned correctly** ahead of time.

By the end of this stage, we should have a clear idea of the **website structure** and user journey and an approved wireframe that will serve as the **blueprint** for the full design.





Full Design

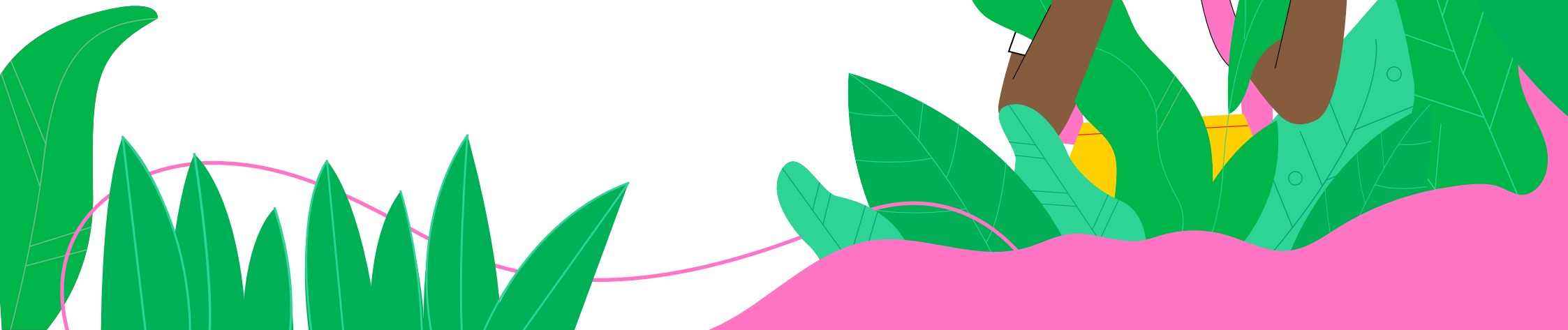
In this stage, we **visualise** a static version of the whole site and refine the navigation.

This is one of the fun and exciting stages in the process. You'll get to see all the different creative elements coming together – from images to icons, every detail will help your brand and story **come to life**.

We visualise every pre-determined page and content block that was scoped and define any page templates. These are the foundations we build off, so it's important to engage with them. Later changes to page designs and templates will slow down the process and will often involve additional costs.

We only start designing once all content is approved and ready.

By the end of this stage, we should have all elements of the site **visualised** and **finalised**.



Checkpoint

Let's catch up

Checkpoint time!

Stakeholder agreement is **vital** for the smooth running of the project.

Everyone understands that major changes past this point may incur additional costs.



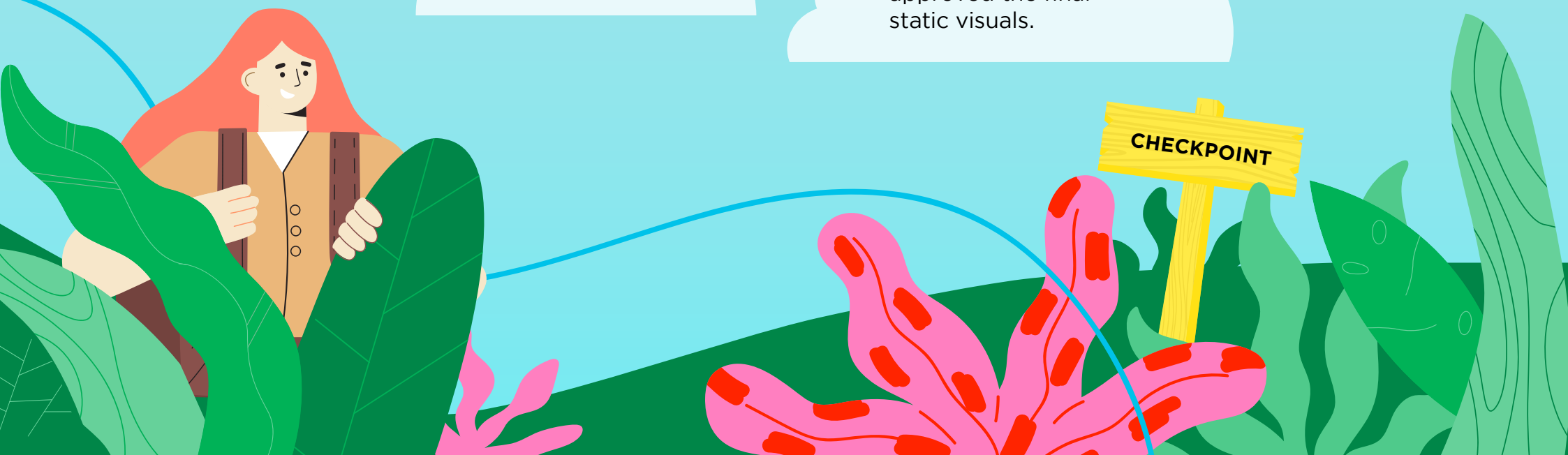
All final copy is signed off.



All major stakeholders have seen and approved the final static visuals.



CHECKPOINT





Develop

This is where everything comes together.

We work from the scope and full design to build your **customised** site. Even when we're in the thick of it, we are never far away to provide updates and discuss any curve balls.

Before we cross the finish line, we have a hands-on test stage where you can poke at the site to make sure there are **no surprises hiding in the bushes**. Then it's time to unleash the site to the big wide world!

Build

In this stage, it really comes to life!

We start by creating a **development version** of the site on our Alive server which is hidden away from the world while we build.

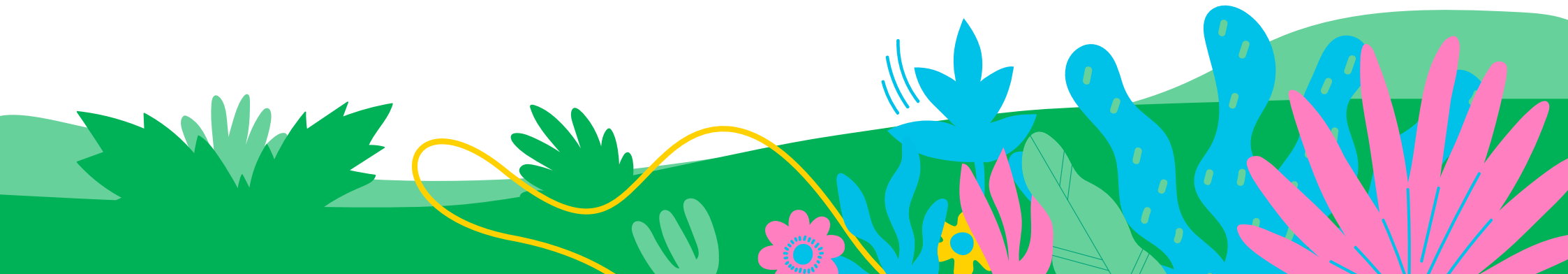
In the first half of this stage, you may not see much movement on the project because lots of the work is being done **behind the scenes**, but your Project Manager is always on hand to **keep you in the know**.

Then, we'll share the development site with you so you can have a stroll around and explore. Please remember the site will still be a **work-in-progress** at this stage, so the road may still be a bit bumpy and that's OK, just let us know, and chances are, it's already on the to-do list.

This is an iterative process so improvements will come in waves following your feedback.

If we are building you a **CMS**, then you will be given access and a **short training session** to show you the ropes so you can begin populating the site ahead of going live.

By the end of this stage, we will have a **fully functioning website** aligned with the agreed scope.



Testing

In this stage, we iron out any kinks.

The site needs to be tested with a magnifying glass and the **more eyes on it the better**.

We test emails, mail listings, form submissions, responsiveness on mobiles, tablets and different browsers and then some. We will test **as much as we can** from our side, but some things can only be tested from your side. Such as **integrations** with internal systems or where data is being sent to, from the website. You should **double check pages**, content, and internal links to confirm they are all correct.

Please note, once the site goes live it's **normal** for additional things to crop up. The goal here is to **spot and resolve** as much as possible – we're in your corner, every step of the way.

By the end of this stage, we will be confident that the site runs smoothly and is **fit for purpose**.

Testing Checklist

- Navigation
- Page links
- Mailing list subscriptions
- Form submissions
- System integrations
- Different page widths (responsiveness)
- Different screen sizes
- Different browsers (as many as you can)
- Different devices (as many as you can)



Checkpoint

Let's catch up

We're about to press the big red button! So, we need clear and explicit approval from you for the site to go live.

All major stakeholders have seen and fed back on the final product.



Every page has been reviewed and signed off by decision-makers, ready to go live.



Everyone understands that major changes past this point will incur additional costs.




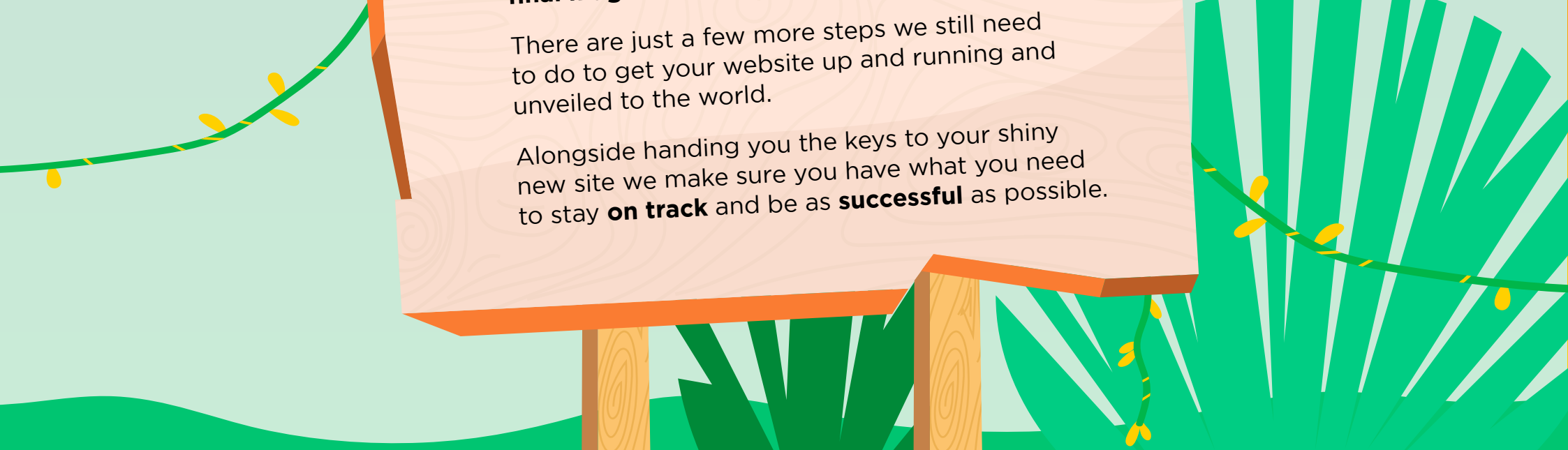


Launch

With all definitive approvals in place, your site is ready for the development team to work their **final magic**.

There are just a few more steps we still need to do to get your website up and running and unveiled to the world.

Alongside handing you the keys to your shiny new site we make sure you have what you need to stay **on track** and be as **successful** as possible.



Go-Live

In this stage, we release the site into the wild.

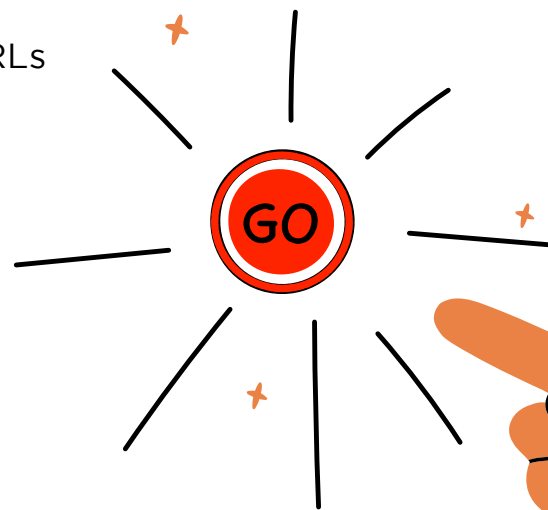
There's a bit of admin to do before we can set the site live. Conversations will have taken place previously, but **final confirmations** will be needed here.

We will:

- Need access to your hosting provider (if we are not hosting)
- Make DNS changes to redirect existing URLs
- Look at historical links and data
- Confirm exact 'go live' date and time
- Discuss any possible downtime

The site may be launching in **multiple phases**, all of which will have been discussed already. Once we have all the information needed, we can go live when agreed.

Once live, we recommend you give the site a **once over**, just for peace of mind, and then... Sit back and **enjoy** the view of your gorgeous new website!



After Care

As we said right from the start, we leave you with **everything** you need to hit the ground running and we're only a phone call away if anything unexpected crops up.

If we built a CMS, we like to give you some pointers of how it works so you **get the best** from your site. This can be via a training session, tutorial videos or documentation.

After going live, your lovely website may still need some care and attention to keep it **protected** and running smoothly. So, we've created a **website support and security plan** to help with security monitoring (keeping malware and hackers away) and maintenance (keeping the site updated, backed up, and running quickly and efficiently).

This monthly plan will give **you peace of mind**, ensuring that your website is working its wonders in the big wide world every day.

If you also need advice on the CMS, guidance on SEO or anything else, **we're here for you!**

Don't be a stranger!



Checkpoint

Let's catch up

Your new shiny site is live and **ready for use**.

Final checks.

Provide post go-live logins.

Tidy snags.

Do you have everything
you need?

Lots of happy faces.

CHECKPOINT



Must all good things really come to an end?

By now we've spent a considerable amount of time getting to know you and your organisation.

We invest time in our clients and see them as part of our circle of friends. We hope you will be happy to get to know us a little more.

When you have time take a peek at our [website](#), [gallery](#) and [blogs](#) to find out a little more about how we can keep our journey with you alive.

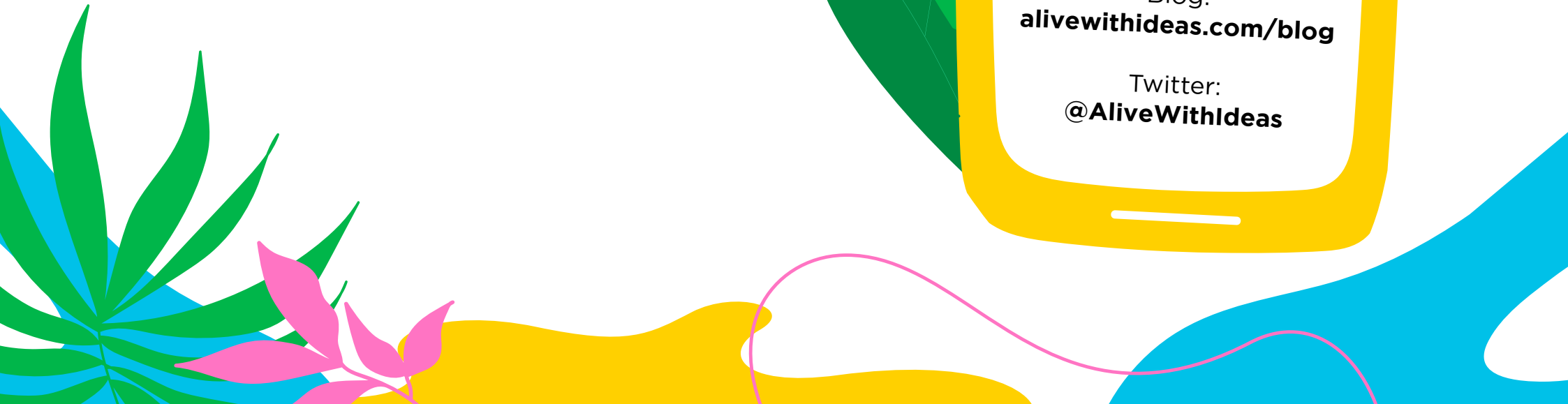
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Glossary

Assets - includes images, videos, digital documents, audible content, animations and videos that can be stored on digital appliances.

CMS - A content management system (CMS) is an application used to manage content, allowing contributors to create, edit and publish.

Content block - are groups of layout containers created for the purposes of building responsive web pages. They can have text, images, video or animations and are designed to provide different layouts and for numerous purposes.

Copy - creative words, phrases and sentences that entice, engage and encourage some form of set action such as driving click throughs, sign ups, generating sales, or for registration or interaction with your site.

Content - this is different from creative copy and relates to the functional copy your website needs.

DNS - A Domain Name System (DNS) is the Internet's system for converting alphabetic names into numeric IP addresses. The DNS servers are designed to return the IP address of the web server associated with that name. (The URL).

Functionality - aspects put in place to improve the users experience, ease navigation, support finding relevant content, make effective purchases and so forth.

High-fidelity website - This could take the form of a prototype that resembles the final website/page. It can include typography, font sizes, colours, images, moving content, icons, and CTA buttons.

Hosting - To host a website with a chosen hosting provider. Providers are selected based on specifications such as space and security requirements. The hosting provider allocates space on a web server for a website to store its files (code, images, etc.) to allow viewing online in a chosen URL.

Keyword searches - This looks through the site for words or phrases that are on record. Keywords can substitute title or author search when the end users provide incomplete title or author information.

Navigation - the way that your audience finds their way round your website. This is generally through an organised list of internal webpages. Navigation menus appear most commonly in page headers or sidebars to help direct the audience to the most useful information.

Page templates - A web template library lets content producers work automatically to generate custom webpages. Page templates support static content, providing basic structure and appearance.

Responsiveness (design) - is an approach to web design that aims to make web pages render well on a variety of devices and window or screen sizes from minimum to maximum display size to ensure usability and satisfaction.

SEO - Search engine optimization (SEO) basically means the process of improving your site to increase its visibility. The more visibility you have in the rankings the more likely you are to garner attention.

Sitemap - is a file that provides search engines, like Google, information about the pages, videos, content on the site, links and where they sit.

System integrations - creating and building a website architecture that allows certain platforms, software or features from a third party to be used on your site.

Visual approach - The design created that will be used to cascade across all features of the site including styling, fonts, layouts, treatment of brand elements etc.

Wireframes - a framework or skeleton of a website that shows the components and functionality of a site that will be used to design against.

