

A WEBSITE IS A HOME

The way websites are built are similar to how houses are constructed. This is the reason it's called a 'website build'.

Both must follow similar stages in sequence before completion. Key goals must be reached and signed off for the next stage to begin.



1. BRIEFING



HOUSE BUILD

As architects we scope what you'd like your house to look like, how it should be arranged, what rooms etc, to get a sense of what the blueprints will look like.



WEBSITE BUILD

We ask questions and understand what you are looking for in a website, from structure to style and navigation. This enables us to design and build a website that meets your objectives, delivers the correct functionality and enables effective marketing communication.



2. DESIGN



HOUSE BUILD

This is the blueprint for your house, where we layout the rooms (how people move through the house). These are akin to providing crucial details as to what the house is made from, where the doors and windows are, and the overall style / look of the site.



MILESTONE 1: SIGN OFF REQUIRED TO CONTINUE



WEBSITE BUILD

We ask questions and understand what you are looking for in a website, from structure to style and navigation. This enables us to design and build a website that meets your objectives, delivers the correct functionality and enables effective marketing communication.

Once the direction is agreed, the various page templates are produced and represent how all the pages will look, including the mobile view (if relevant).

3 sets of amendments (unless otherwise agreed) are possible to adjust or change: functionality, layout, colours, font or anything else in the design before the templates are signed off.

Once agreed, fundamentally changing the blueprints requires additional time and man-hours, which can incur extra cost. However changing the blueprints / plan after the build has begun incurs starting the build again and attracts significantly more cost, so it is important to get this stage well defined.



3. PROJECT PLAN



HOUSE BUILD

With the blueprints to the house agreed, the architect works with the builders to set a timeline and define the details of the build to realise the blueprints. This lists all the features of the house and technical details required to build the house, including the resources and timeline.



WEBSITE BUILD

We produce a project plan that lists all the functional and interactive features of the website, forms, links, social media icons, sliders, video or image units, galleries and any other functional aspect of the site.

A navigation structure will list all the pages to be built and the associated template it will use and a timeline will be proposed, including when content is required from you.



MILESTONE 2: SIGN OFF REQUIRED TO CONTINUE



Changes to how the website works, pages or anything detailed in the plan results in additional work, time and cost if the build has started or completed.

The further down the stages we have gone the more cost is incurred to make functional changes to the website.



4. FOUNDATIONS LAID



HOUSE BUILD

With the blueprints and plans agreed the land is prepared and foundations are laid to provide a stable base for the building.



WEBSITE BUILD

We setup your server space and install the content management system, (CMS) plus an initial functional framework for the website.



5. BUILDING ERECTED



HOUSE BUILD

The walls are constructed, roof added, windows and doors installed making the building as it is laid out in the blueprints.



WEBSITE BUILD

We develop and implement all the functional elements of the site and the navigation / menus, before setting the margins, fonts, colours etc. which run across the website.



6. INTERIOR FINISHED



HOUSE BUILD

Now the building has been completed in terms of structure it is time to fit the electrics, install the white goods, plaster and paint the walls to deliver the full specification the house has been based upon.



WEBSITE BUILD

We add the text, images, galleries and other content to the website. You will generally supply these unless we are requested to write copy and source images. This will be a separate line on the quote and formalised if this is the case.

MILESTONE 3: SIGN OFF REQUIRED TO CONTINUE



Once we have added content we send the website to you for review, so you can highlight anything that has not been completed as per the plan or design. We make small text or image tweaks if necessary at this point in one round of amends.

Now the website has been built changing functional elements of the website, it's structure or the plan often requires a large degree of rebuilding. This incurs a significant degree of extra cost and time to rebuild aspects of the site.



7. MOVE IN



HOUSE BUILD

Once you've agreed the house meets the specification, the workman take down the scaffolding and leave. It is time to use the building and move in!



WEBSITE BUILD

With full sign off we prepare the website and move it to the Live environment so it is publicly accessible, setup your email accounts and analytics (if relevant).

This process is important, as each stage needs the previous one to be worked upon. So, a house is not decorated without the walls being built, and foundations aren't laid without agreed plans. Similarly, changing the foundations when decoration has begun requires extensive engineering to complete.

Working through the stages of the build provided will ensure a smooth and efficient website build, which is on time and on budget.

