

# Website Design, Development & Marketing Process in 7 Essential Phases

Prepared by Alecan Marketing Solutions



## DISCOVERY

We sit down with you to learn your unique requirements and goals.



## PLANNING

With your objectives in mind, we create a customized plan for your site's design, features, and marketing.



## COPY WRITING

Professional writers craft quality original content to develop the voice of your brand.



## DESIGN

Our graphic artists create mockups of brand-focused site layouts and images for your review.



## DEVELOPMENT

Our team implements the newest programming techniques and features to bring your site to life.



## QUALITY TEST & LAUNCH

We perform pre-launch tests across multiple browsers and devices before the completed site goes live to the public.



## OPTIMIZATION

We continuously monitor, analyze, and report website performance through multiple sources, and implement new ways of increasing your company's web exposure for target audiences. All of the techniques under the Alecan umbrella are applied to help you achieve your goals through search engine and interactive marketing.