MedCenterDisplay
DISPLAY | ONLINE | MOBILE

WEBSITE DEVELOPMENT TIMELINE
MedCenterDisplay & Client Responsibilities

MCD RESPONSIBILITIES	CLIENT RESPONSIBILITIES
Research Phase (Week 1*)	
1. Create and prefill intake form and send to client 2. Once completed intake form received from client, review with design team	1. Complete intake form and return to MCD team
Design Phase (Week 2*)	
3. Once designs are ready, review and ensure the designer met the requirements of the website design request 4. If designs are good, send to client for review 5. If designs require updates, request design changes 6. Resend to client once changes are completed 7. Repeat steps 5-6 until designs are approved	2. Review designs for overall site layout, color scheme, font, etc. 3. If you would like to request design changes, contact the MCD team with a list of thorough design updates. Try to be as specific as possible 4. If/when you receive a second round of designs, repeat steps 2-3 as needed 5. Once you are happy with the designs, approve the designs by contacting the MCD team
Development & Content Phase (Weeks 3-6*)	
8. Once client approves designs, pass to development team 9. Once website is in development, send email to client requesting content, images, etc. Use the homepage design layout and the primary menu layout as a template	6. One of our team members will be in touch with you during the development phase to begin collecting content (page copy, images, etc.) for the website
Launch Phase (Week 7*)	
10. Once development is complete, collected content is added to site and any other adjustments are made as needed 11. Permalinks updated to clean URLs 12. Websites@medcenterdisplay.com is added as the admin email for website 13. Website name and description is set 14. Email and discussion settings are updated 15. Test all links/pages/forms 16. Send beta URL to client for review 17. If updates are required upon client review, make changes or submit to development team depending on work needed 18. Repeat steps 16-17 until site is approved 19. Obtain domain access from client or send instructions on where to point the A record 20. Once website is approved, redirect client's domain A record to the appropriate IP address	7. Once development is complete, our team will send you the beta link to your new website. Please review all pages, content links and forms to ensure everything is working properly on your end 8. If updates are required, submit all changes to the MCD team. Please be as thorough and specific as possible 9. Repeat steps 7-8 until you feel the site is ready to launch 10. One of our team members will contact you to request domain access or we will send instructions on where to point the A record
Post Launch (Week 8*)	
21. Update all URLs 22. Install Google Analytics & SEO software 23. Create webmaster tools accounts with Google and Bing 24. Link Google Analytics to Webmaster Tools 25. Submit Sitemap to Google and Bing Webmaster Tools 26. Install security software 27. Review a final time and let client know when website is live	11. Review your new site one final time and let the MCD team know if you find any issues

*The website timeframe is an approximation of service dates based on the following: (1) 1 to 2 rounds of design revisions (2) Website with standard functionality (custom features will require additional time and an additional fee) (3) 10 page website (4) 1 to 2 rounds of updates or minor design tweaks once the site has been developed. Additional design revisions and updates will lead to a later launch date.