GENERAL TIMELINE EXPECTIATIONS:

STAGE 1: BRIEF SUBMISSION
Strategy and Content Discussion:
- Client Meeting
- Website Creative Brief Submission from the client (including):
    - Questions answered from the Creative Brief.
    - Shares company's Brand Assets.
    - Provides rough general text copy to be used on each web page.
    - Gives rough general web page layout/section direction (if needed).

STAGE 2: PAGE DESIGN
Review of Design Process:
- We will provide designs for all unique page layouts (for both desktop and mobile if needed). This would typically consist of the Home page and one Internal page. All other internal pages would utilize a similar layout to the one internal page provided, unless otherwise stated. If there is a one off page with a unique design, please provide general direction for the page and basic content (text and if needed imagery) for those pages.
- Design files will be shared in an Adobe XD link.
    - Some basic interactive features can be viewed on the Adobe XD link design (such as button hovers, simple dropdowns, etc).
- If any of the pages requires a custom functionality or development such as a calculator, online ordering, etc. please provide that information upfront as that can affect the timeline.
- Once a framework of the site is designed, Corkboard would like to review and approve before it is presented to the client. This is needed so expectations and timing can be confirmed.
- **Estimated Timeframe:**
    - **More complex web page design process: 2-3 business days per page**
    - **Simpler web page design process: 1-2 business days per page**
    - **Review all files & provide feedback: 1-2 business days per page**

STAGE 3: CONTENT DEVELOPMENT
Submission/Review Process:
- Please provide approved/proofread content, imagery, videos, icons, logos, etc. categorized per page.
- **Estimated Timeframe: 1-3 business days, dependant on client**

STAGE 4: PROGRAMMING

Development/Ongoing Review Process:

- The Development Environment is set-up based on the content and design files provided.
  - Installation of themes and all necessary plugins & files happen during this stage as well.
- *Ongoing Development, Review & Approval:*
  - Pages are built out on the development website one page at a time, and the client will see these as the website is being built. Once one page is approved, we move onto the next.
  - This is where the client will be able to view functionality and responsiveness on various screen sizes and devices. This is also primarily where we'll see interactive elements of the site take place.
  - Depending on the amount of client edits/timely feedback etc. from the client, timeline is subject to change during this phase of the project.
- Initial Developer Testing and Bug Fixes performed.
- **Estimated Timeframe (*subject to change based on amount of edits and timely client feedback*):**
  - **Smaller websites with simple/static pages: 1-2 weeks**
  - **Smaller websites with more complex/dynamic pages: 4-6 weeks**
  - **Larger websites with more complex/dynamic pages: 3-4 months**

STAGE 5: TESTING (QUALITY ASSURANCE)

Testing / Quality Assurance Process:

- Test Responsivity on various devices (large screen computers, laptops, tablets, & phone devices)
- Test browser & operating system compatibility
- Test functionality
- Bug hunt/fix
- Testing for all link buttons and image placements.
- At this stage, majority of website additions or revisions should had been completed during Stage 4. If they are brought into this stage, estimated time frame is subject to change.
- **Estimated Timeframe: 4-5 business days**

STAGE 6: APPROVAL/LAUNCH

Launch Process:

- Google Analytics, Google Tag Manager, Search Console/Webmasters and Meta Tag framework is rolled out.
- Checking URL structure/redirection protocol, if needed.
- Final review/approval is provided.

- **Estimated Timeframe:**
    - **Smaller websites: 3-4 business days**
    - **Larger websites: 4-5 business days**

Maintenance (Post Launch):
- Ongoing web support, updates to the CMS/plugin portfolio and other content adjustments as requested.