

Web Development Process / Standards / SEO Review

- 1 Initial Consultation
 - » Discuss a standards-based approach
 - » SEO, maintenance, bandwidth, ...

- 2 Goals & Objectives Meeting
 - » Establish W3 validation as an objective
 - » Client signs off

- 3 Research & Competitive Analysis
 - » Are competitors compliant?
 - » SEO research, keyword selection

- 4 Information Architecture Development
 - » Remember SEO in architecture
 - » Remember your customer's customer
 - » Remember convention

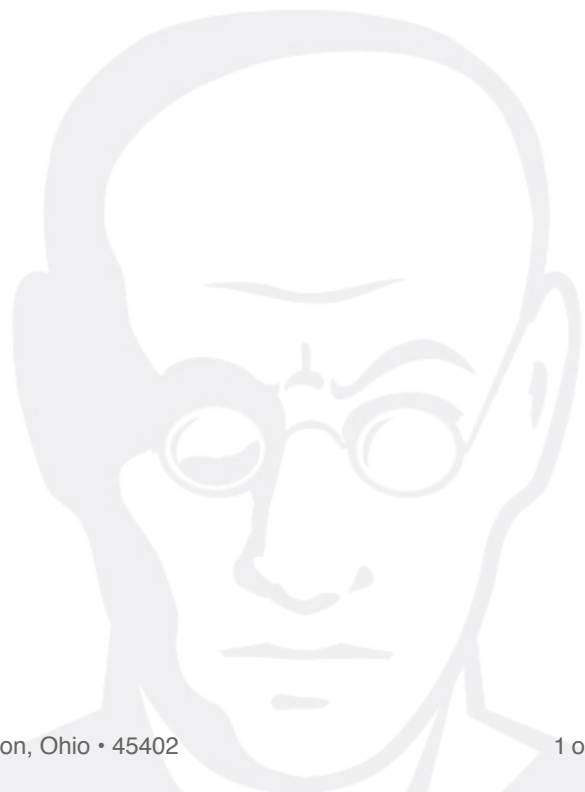
- 5 Progress Review 1
 - » Discuss competitor's use (or non-use) of standards
 - » Discuss the keyword space

- 6 Design & Copywriting
 - » SEO copy guide based on architecture
 - » SEO design guide based on architecture

- 7 Progress Review 2
 - » Discuss copy, demonstrate SEO
 - » Discuss design

- 8 Code Writing
 - » W3 validation regular part of coding
 - » Semantic and SEO-aware markup
 - » Basic standards based principles

- 9 Progress Review 3
 - » Demonstrate validation
 - » Demonstrate basic SEO approach



- 10 **Content Input**
 - » Semantic and SEO-aware markup

- 11 **Progress Review 4**
 - » Demonstrate validation

- 12 **Go Live**
 - » Sitemap
 - » Robots.txt
 - » Engine submission
 - » W3 Validation (difficult with CMS)