

**BROOKSTONE**

CREATIVE STUDIO

**OUR COMPLETE  
PROCESS**

Realign. Scale. Automate

# 1

## OUR COMPLETE PROCESS

### DISCOVERY CALL

The Brookstone Creative Studio website build process begins with a discovery call (consultation). At this meeting, we get to know each other and you share with us your goals for your new website. We'll talk about your brand, what your users are looking for, and more. We'll also discuss how website visitors will navigate around your new site and what features will best showcase your business.

Time frames and pricing for the project will also be set, so you'll know what to expect.

After this meeting, if everyone agrees to the terms and price we will send you a proposal, contract, timeline, website workbook and invoice.

Please note, work will begin once your deposit is made.

[BOOK YOUR CALL](#)

# 2

## OUR COMPLETE PROCESS

### RESEARCH & ORGANIZATION

week 1

Drawing on the information and guidance we receive from you during our discovery session, along with our own expertise, we begin to organize the groundwork for this project. This often includes reviewing your existing branding, as well as looking externally at other related organizations in their industry. We also will create your wire frames and sitemaps.

Before we move to the next phase we will meet with you to get your approval on the direction where going.

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# OUR COMPLETE PROCESS

## DESIGN

week 2

This is where the excitement begins! Our awesome design team will make a custom website design for your business – we never use templates. During the design phase, you'll start seeing color palettes and design elements based on the site map and wireframes. Typically, you'll receive a proof of the home page and a few content pages to review and sign off on before our developers start building your site.

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# OUR COMPLETE PROCESS

## DEVELOPMENT

week 3

During this phase, we transform the newly approved designs into a working website that your customers will love and keep coming back to. While browsers and viewing devices continue to evolve at a rapid pace, we provide a solid foundation to maximize the lifespan of your site.

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# OUR COMPLETE PROCESS

## TESTING

week 4

Before we launch your website, our team thoroughly tests all of its features. Our testing list is long and includes key items such as form validation testing, browser compatibility checks and ecommerce purchase testing (if applicable). We also re-test your website after launch to make sure everything is working in the live environment.

# 6

## OUR COMPLETE PROCESS

### LAUNCH

week 5

We are as excited as you are on the day of your new website's launch! Beforehand, we'll help you choose a hosting provider and will establish the tasks required to ensure a successful transition to your new site.

Most of our sites include a content management system (CMS), so it's likely yours will too. Our team will train you to manage and update your site yourself using your new CMS. We'll always be here, however, anytime you need help or want to add some new features to your site!

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READY ?

[BOOK YOUR CALL](#)