

Website Design & Development

Approach, Process & Overview



Website & Development Service Offerings

Design Refresh

Breathe new life into your online presence with our comprehensive revitalization package. We will work closely with you to analyze your current website, identify areas for improvement, and implement strategic updates to enhance its aesthetics, organization, and overall user experience.

Key Offerings:

- Modern Design Adjustment
- Responsive Optimization
- Content Enhancement
- Improved Navigation
- SEO Integration

Platforms Supported:

- Wordpress
- Squarespace
- SnapPages
- Wix

Full Redesign

Where Creativity Meets Functionality. Elevate your online presence with design and development solutions backed by decades of church and marketplace experience. Our team combines a modern creative approach with a deep understanding of prospect-centric principles, designed to deliver effective websites that drive first time visits.

Key Offerings:

- Responsive Design
- Responsive Design
- Intuitive User Experience (UX)
- Branding Integration
- High-Fidelity Prototyping
- SEO-Friendly Design
- Plan a Visit User Flow
- Advanced Sermon Series Archive and Showcase
- Hands-On Training on Site Editing and Content Management

Development Refresh

Rejuvenate your online platform and propel your digital presence. Our team will evaluate your current platform, pinpoint areas for improvement, and execute strategic updates that optimize for performance, stability, and editorial usability.

Key Offerings:

- Platform Evaluation and Analysis
- Platform Migration and Upgrades
- Customization and Integration
- Responsive Optimization
- Speed and Performance Optimization
- Security Enhancements

Extended Support

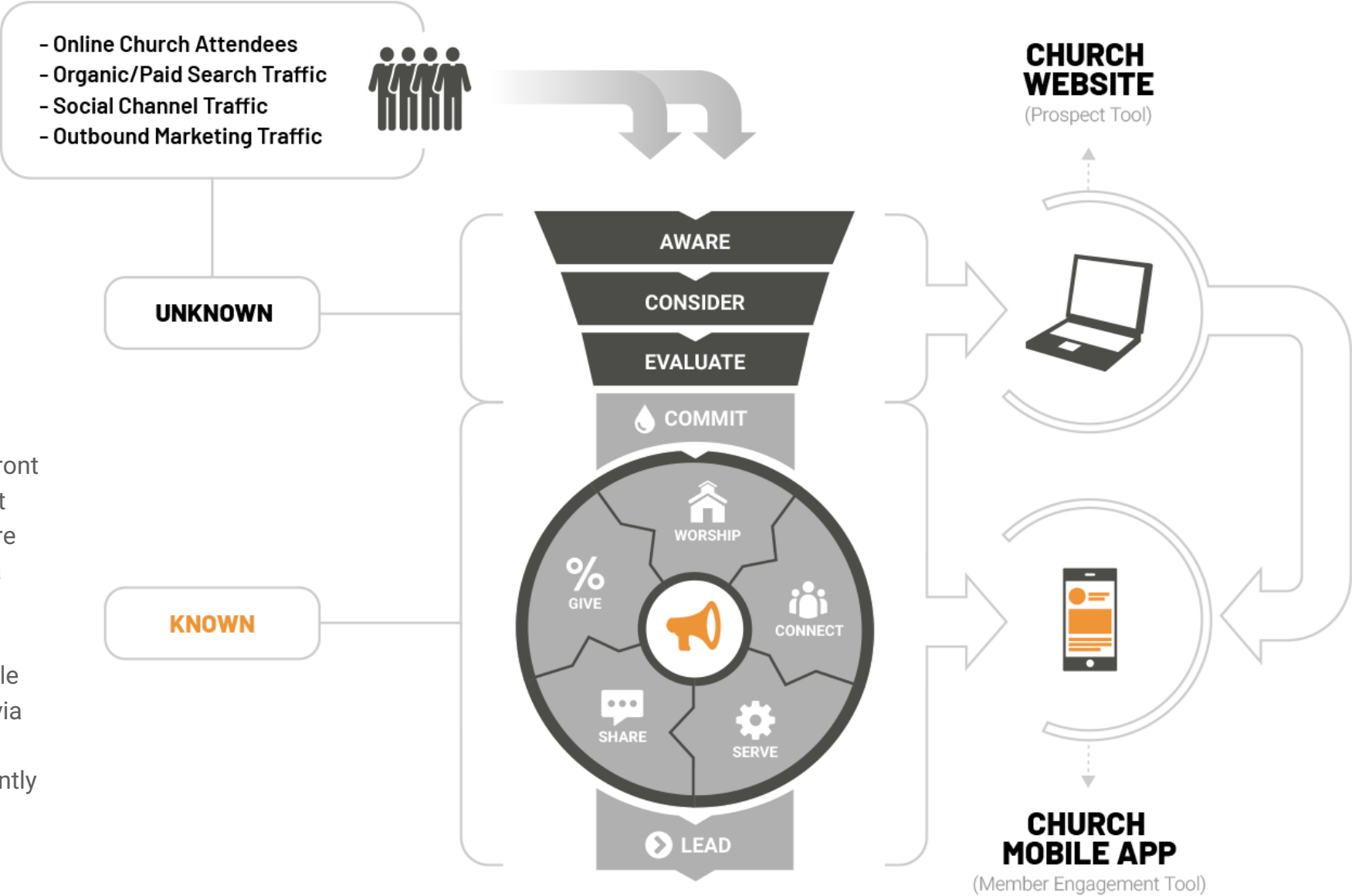
Your Dedicated Partner for Ongoing Success. Beyond the initial launch, we understand that maintaining and optimizing your website is crucial for sustained growth and performance. That's why we offer comprehensive extended support services to ensure your website remains secure, up-to-date, and optimized for success.

Key Offerings:

- Technical Maintenance
- Content Updates
- Bug Fixes and Troubleshooting
- Performance Monitoring
- Security Audits and Enhancements



Our Philosophy



Your website should be seen as the front door of your church. Most people visit between 12-15 church websites before deciding to physically visit or attend a service.

By decoupling your website and mobile app, you're able to speak to visitors (via the website) as well as attendees (through the mobile app) more relevantly and engage them uniquely.

Our Website Development Approach



DEFINE

- Strategy
- Technical requirements
- Content requirements
- Journey Map
- Content anatomy
- Sitemap



DESIGN

- Creative direction
- Wireframes
- Component definition/design
- Key page template + layouts
- Copy direction + some copy production



DEVELOP

- Website development
- Content migration/entry
- CMS Training



DEPLOY

- QA, UAT & Additional Testing
- Deployment
- Warranty





Define

Define – Sitemap

- **Sitemap & Information Architecture documentation**

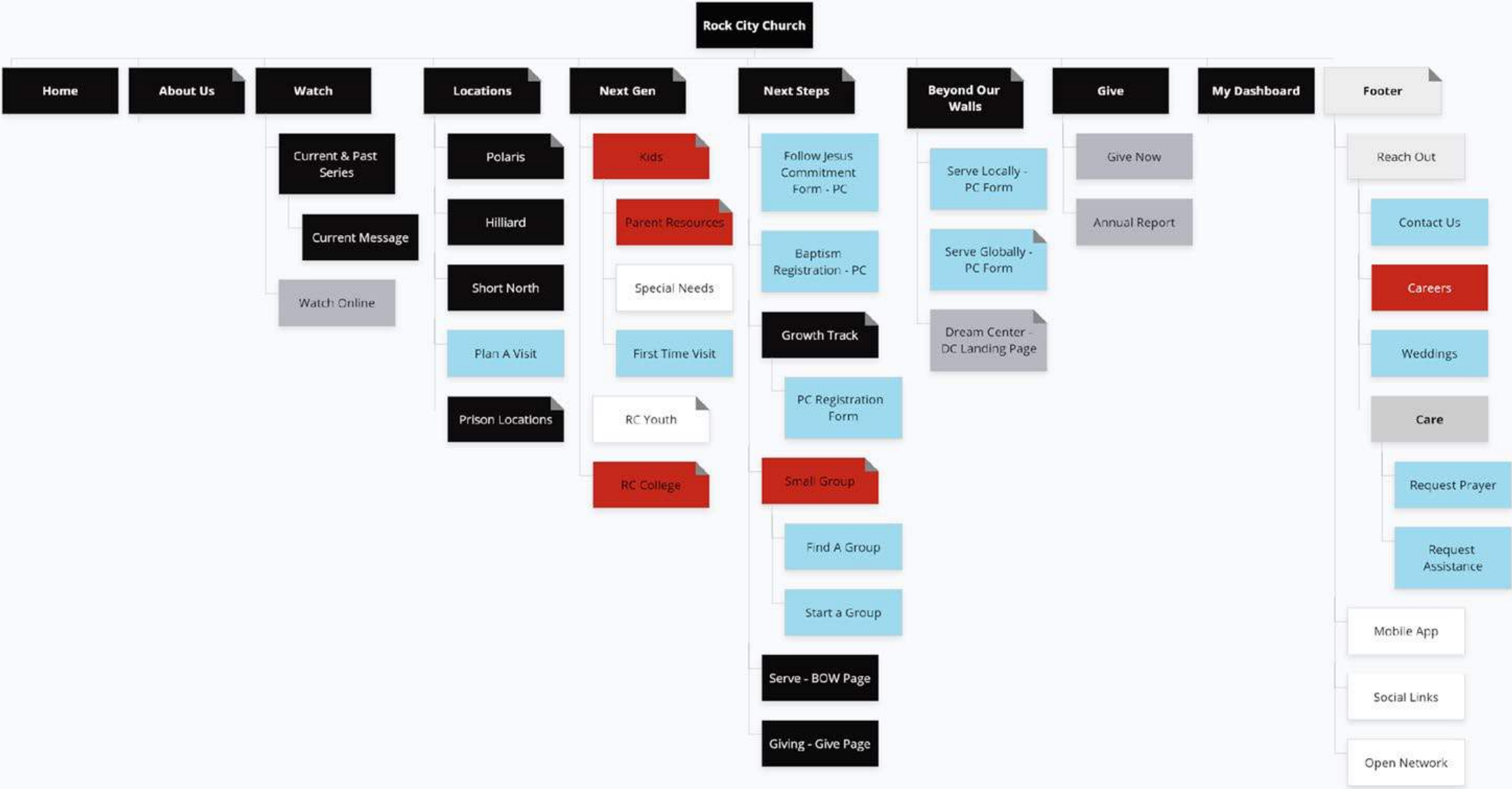
Sitemap Development

StudioC will draft the initial version of the sitemap for the new website. The sitemap will serve to define the primary architecture and navigation for the site. Additionally, it will serve to quantify pages, page templates and potentially outline page-level components.

StudioC's approach to sitemaps includes visual maps (boxes and arrows), spreadsheet-based (high-level or early-stage) outlines or some combination of both, depending on the project or collaboration needs.

In our experience, the initial version of the sitemap will persist to a high degree, but wireframing the experience will provide further definition and may require minor adjustments along the way.

Define – Sitemap (Example)





Design

Design

- **Design direction**
- **Wireframes**
- **Component definition and design**
- **Key page and template layouts derived from component assemblies**

Design Exploration, Wireframes and Design Layouts

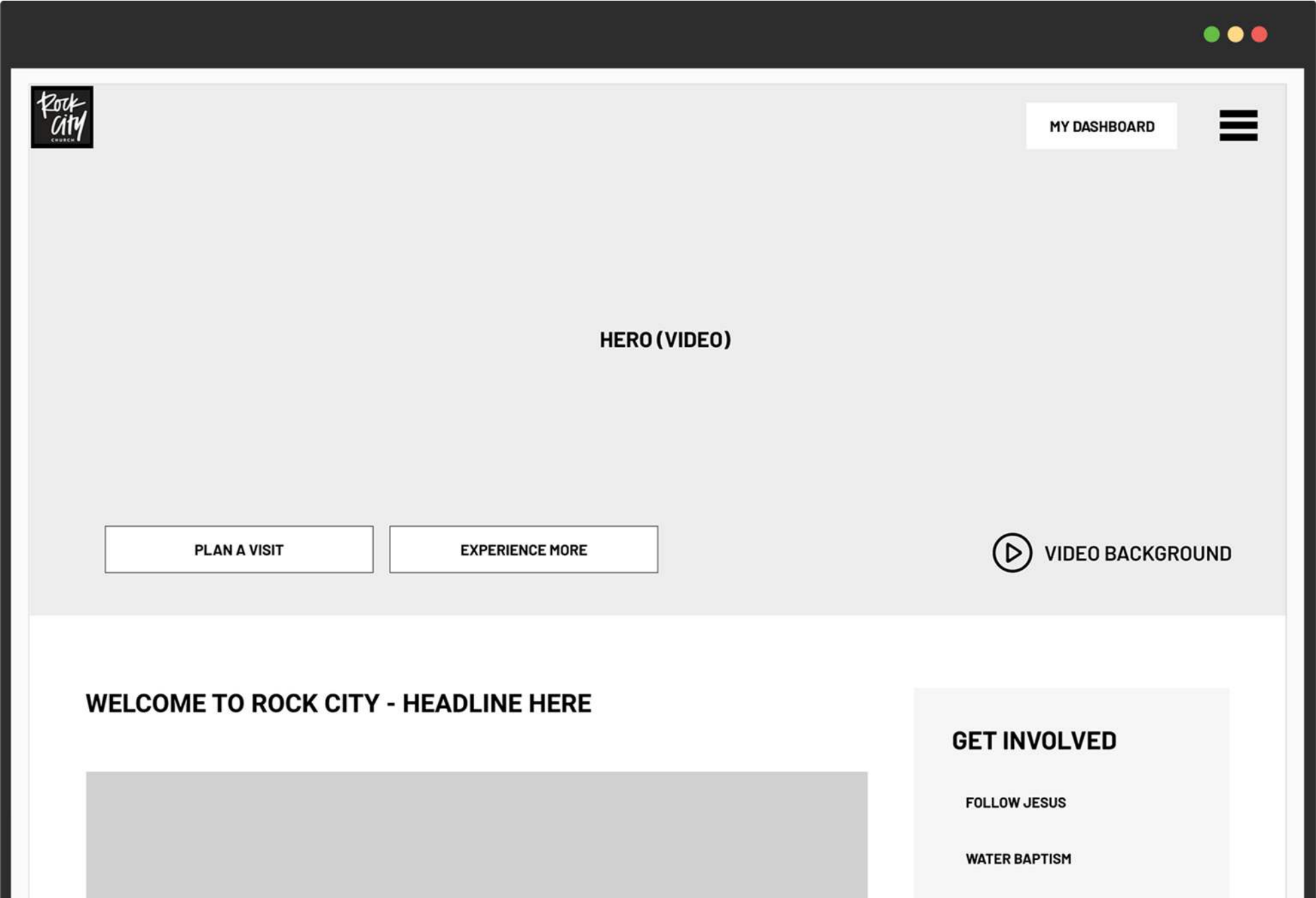
StudioC embraces a component-based design system approach where all website pages and page templates are constructed from purposed-designed components. These components are combined to create full-page design layouts. In the early stages, we work from both ends – design pages to identify discrete components and moving on to leverage the growing component library to construct more page design layouts.

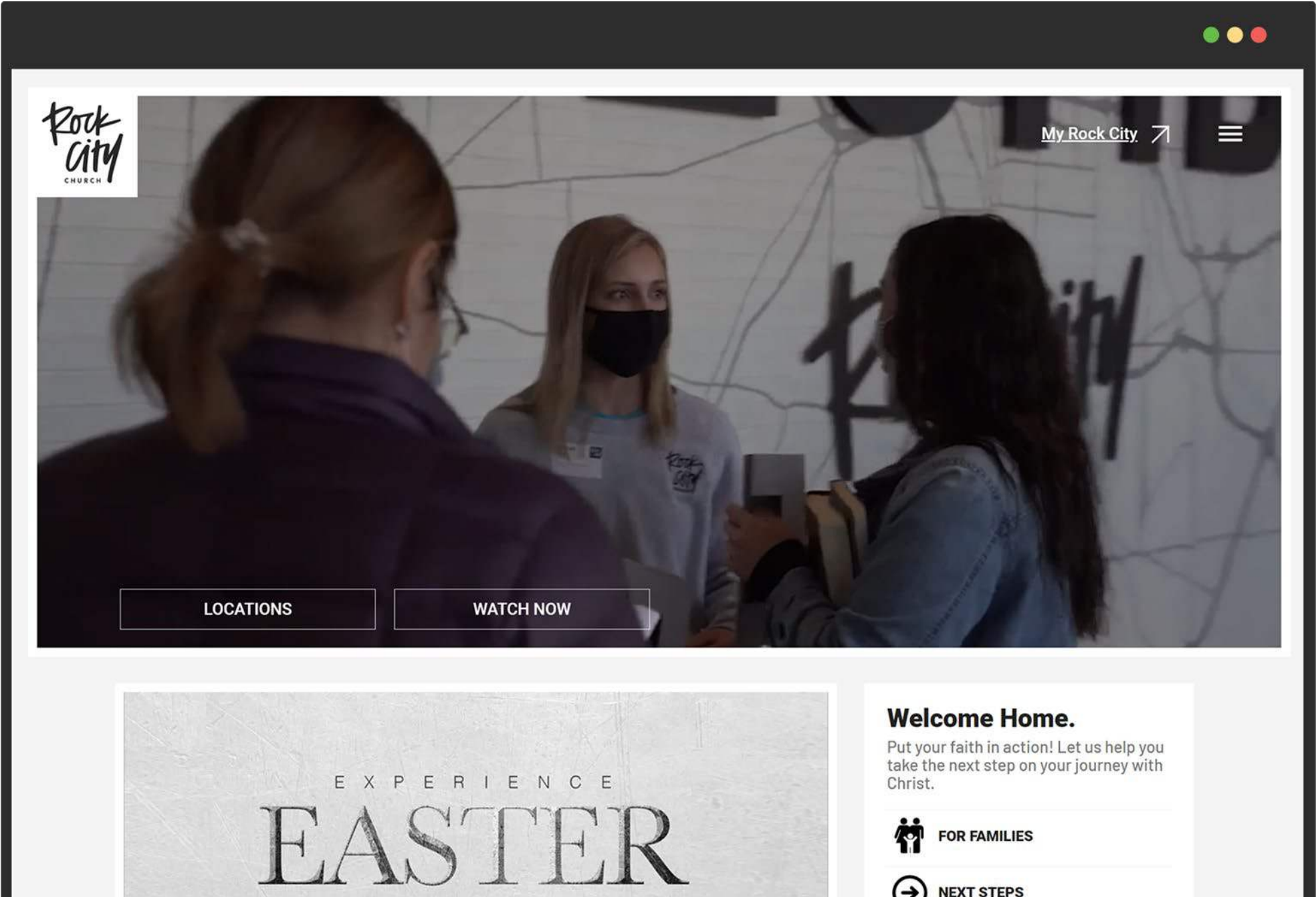
Armed with the insights and definition gained from the previous phases of work, StudioC will explore two distinct design expressions of the home page, global navigation, and up to two additional key pages for client review and selection. The selected design will be the basis for wireframing components and key page templates based on the sitemap. Design layouts will be developed for each wireframe with select additional layouts demonstrating various viewport sizes, page-states or template variations.

The wireframe and design process is inclusive of:

- A mobile-first sensibility
- Honoring established brand standards, font system and brand identity elements
- Accommodating specifications/constraints as defined by requirements, data sources, technical integrations, accessibility and other, relevant considerations







My Rock City



LOCATIONS

WATCH NOW

EXPERIENCE
EASTER

Welcome Home.

Put your faith in action! Let us help you take the next step on your journey with Christ.



FOR FAMILIES



NEXT STEPS



Develop

Develop

- **Website development**
- **Content migration/entry**
- **CMS training**

Generally, within the midpoint of the design phase, we move into the website development phase.

Website Development

Using WordPress, StudioC will build a custom theme implementing the UI Designs allowing for full CMS control. We will implement standard SEO tools to account for SEO needs which include page titles, meta descriptions and alt tags.

Content Migration/Entry

During the initial immersion, we will work with you to develop a content migration plan that works for your team and your in-house resources. We would explore automated migration options as well as a plan for manual content entry.

CMS Training

StudioC will provide training to the you team on how to enter and manage content and users within the CMS. We typically plan for 2 (2hr) sessions which are recorded for future reference. We will also provide the instructions in a training document as well.





Deploy

Deploy

- **QA testing**
- **Facilitate UAT testing**
- **MES integration testing**
Accessibility verification
- **Site deployment**
- **Warranty coverage**
- **Optional ongoing support**

QA, UAT and Additional Testing

StudioC will conduct quality assurance testing during the development phase and facilitate User Acceptance Testing (UAT) by the client prior to deployment to ensure the experience is operating as intended and expected. We will leverage a third-party ADA-specialized partner to perform an audit of the developed website to validate the site is compliant with all (or relevant and agreed upon portions) of WCAG 2.0 standards.

Deployment and Warranty

StudioC will coordinate and collaborate with your team to deploy the new website, based on the final project plan.

The new website will be covered by a 30-day post-launch warranty period. While we do our best to resolve issues during QA and UAT phases prior to deployment, occasionally undetected issues emerge when the site gets hundreds/thousands of sessions by actual visitors. During the warranty period, StudioC will resolve any previously unidentified bugs within the design specifications. These specifics would be finalized within our formal scope of work.



Thank You

Connect with Us



Know your people. Grow your church.