



## Web Strategy Process

Our web strategy is designed with the customer in mind. We aim to help customers who have been through trouble in getting a website developed.

Trouble such as:

- Having a website that isn't best fit for their company as they were being kept in the dark during website development and not being able to get their own ideas across
- lacked maintenance and support
- Wasting time trying to manage their business and oversee the development of their website
- Having a website that isn't best fit for their company

The web strategy process starts with a work shop (After a pre-workshop consultation and completion of a pre-requisite document.) During this workshop, the Clarus Minds team gets to know the client and their business. We take down business goals and ideas to translate their vision into a web strategy. We speak to them to understand their business to define a clear strategy. The client gets a chance to think about their business and sets goals which is crucial to growth in themselves and their business. With a vision, we can work towards something.

During the workshop we give a presentation to the client on the following topics:

- The World Wide Web, Web strategy introduction and the important of an Online Presence
- Online trends, Social Media and it's importance and SEO
- User experience
- Inline business marketing
- Digital marketing strategies

After the workshop, you can focus on the other needs of your business while Clarus Minds focus behind the scenes to begin to bring the client's website to life. We always keep the client up to date and deliver a working draft in 5-7 working days ready for debugging. The client will be able to access their website through the development stage so they can keep an eye on their

website through a special URL we provide. In some cases a first draft strategy may not be ideal and so regular viewings of the website by client may be needed.

After the 10 day process (time can vary depending on how much the client interacts during development so longer development time will be needed,) the website is handed to the client and signed off. The client has access to passwords and a user manual for administrative purposes. We'll also measure KPI's and give help and maintenance after the 10 days.