



WebDevelopment Programs

We Make It Easy To Have The
Custom Website You Want And Need



wedaconnect.com

Web Development Program



WEDA Website Development

WEDA has been creating custom websites for businesses and economic development groups for over a decade. The design of our websites come from an economic development and corporate site locator perspective. We know exactly how to create the website you want and need. A better image, more sales, easier administration, better communication, the ability to make quick edits, and greater visibility through your new website will increase the success of your website.

We are here to make that happen. With an incredibly talented, diverse team of designers, developers, project managers, copywriters, search engine marketers and strategists, we take communities straight from where they are to where they want to go. WEDA's website design team knows how to make the custom website you have been wanting and deserve.

CUSTOM WEBSITES DESIGNED BY WEDA



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Web Development Process Overview

Phase One: Requirement Analysis.....2 Weeks

- Identify goals and the site's orientation
- Identify necessary functionality of the site
- Identify all components and their implementation

Phase Two: Design of Site.....2 Weeks

- Finalize the color pallet for the site
- Design the Home Page in a flat file
- Design Internal Page designs
- Finalize Web Map and Menu items

Phase Three: Implementation of Design.....1 Week

- Convert flat files into html coded pages
- Input all menu items without content

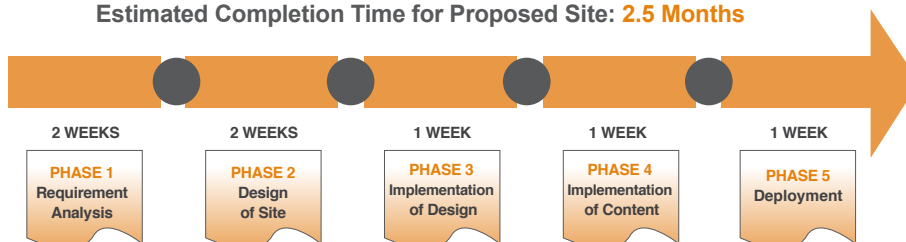
Phase Four: Implementation of Content.....1 Week

- Gather necessary content for matching menu items
- Input copy and graphics into each page of the site

Phase Five: Deployment.....1 Week

- Website is made live on the Internet
- DNS is pointed and resolved
- Website is submitted to major search engines
- Press release is produced and submitted

Estimated Completion Time for Proposed Site: **2.5 Months**



Each phase will serve as a benchmark for different levels of completion to ensure the project stays on track. Each phase is an estimate and represented as a maximum timeframe.



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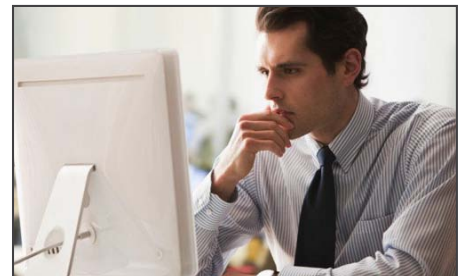


Website Components

The website construction process involves three unique processes to be brought together. These processes are Design, Technology, and Content.

Design of Site: The design of the website will be developed by working with our professional design staff. It will involve unique, creative elements for the website which will reflect and amplify your company's business image.

Technology of Site: The programming is 100% dynamically pulled from a SQL database server. The programming is written for a quality visitor experience with a standard Internet browser along with interactive tools for site administration. The programming is also intended for ease of updates and future scaling of your site. Edits can be easily performed by you or your in-house staff.



87.6% of site searches start on the Internet. Your website is your first impression.

Content of Site: The site content is based on material provided by the company or accumulated from existing sources. Additional content creation with the assistance of a professional writer and/or photographer can be performed as an additional service.

Website Tool and Structure: The following components can be implemented into your custom website. Each is geared toward making your job easier and the deployment of data and information via the web timely.

Websites can include:

- Home Page
- Area Data and Statistics
- Proposal Generator
- News and Information
- Buildings & Sites Component
- Investor Showcase
- Relocation Package Form
- Document Central Portal
- Polling System
- Event Listings
- Newsletter Module
- Scrapbook
- Web Links Portal
- Agenda & Documents Portal
- Banner Advertising Module
- Search Results
- Administrator Tool

Summary

Having a professional, up-to-date and scalable website is essential in today's economic development industry. It serves as the backbone for all of your marketing and communication needs. Being developed from a Corporate Site-Locators perspective ensures that your site is an effective communication tool while assisting in the capture of new business attraction and retention leads.

