



1

Objectives

- Information hub
- Digital asset
- e-commerce
- Lead generation

2

Discover

- Research
- Target audience
- Concept
- Competitor analysis

4

Design

- Planning the sitemap
- Wireframe
- Content development
- Design and layout

3

Define

- Web architecture
- User experience
- User interface
- Content strategy
- Budget
- Hosting and domain
- Page style

7

Analytics

- Analyse report
- Measure KPI
- Check bounce rate
- SEO performance
- Fine-tuning

6

Testing

- Landing pages
- AB testing
- More research

5

Development

- Page engineering
- Content management system
- Coding
- On-page SEO
- Analytics setup
- Data integration
- Social media integration

