

Use this blueprint when you are planning to create a new web page for a client.



WEBSITE UPDATE (SAMPLE)

Please name this process as: [Account name]: [Webpage name] - [mm/yyyy]

Webpage needed (Required)

Account name (Required)

Client Contact (Required)

Client Email Address (Required)



1 Define business objective (Project Manager)

Assignees:

Process Starter

Deadline:

1 day after a process is launched


Objective (Required)

What is the objective of this web page?

Basic features and functionality (Required)

What are the key features of this page? How will the user interact with these features? Will the features work across platforms and on mobile?

2  **Approve plan for new webpage (Client)**

Assignees:	Deadline:
Process Starter 	1 week after a process is launched

Hi [Client Contact],

We are now planning the [Webpage needed] webpage for your site.

Here are the proposed plans:

Objective:
[Objective]

Basic features and functionality:
[Basic features and functionality]

Please let me know if you would like anything else considered before we proceed with preliminary designs.

Thanks!

Notes

Upload any screenshots

 Attach file(s)

Approval? (Required)

- Yes, I approve
- I have added some extra ideas above.

3  Consider clients feedback and update objective if needed (Project Manager)

Assignees: Process Starter	Deadline: 1 week after Step 2: Approve plan for new webpage (Client)
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Client said: [Approval?]

Feedback attached:

[Notes]

[Upload any screenshots]

4  Plan web page position in sitemap (Project Manager)

Assignees: Process Starter	Deadline: 1 week after Step 2: Approve plan for new webpage (Client)
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Please provide information on how this webpage fits in the sitemap.

Consider and take notes of the following: (Required)

- Hierarchy of Web Page in Website
- Layout Consistency
- Header and Footer
- Provide the URL

Notes for webpage sitemap

Final URL of page (Required)

5

Determine SEO Strategy for Web Page (Project Manager)

Assignees: Process Starter	Deadline: 1 week after Step 2: Approve plan for new webpage (Client)
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SEO Strategy

6

Plan web page content and design elements (Project Manager)

Assignees:

Process Starter

Deadline:

1 week after Step 2: Approve plan for new webpage (Client)

Please provide information on the design of the web page.

Please include SEO strategy:

[SEO Strategy]

Link to content document (Required)

Design Elements (Required)

Consider Buttons/CTA, webpage dimensions, borders, headers, padding/margins.

Color Schemes (Required)

How will color schemes conform with or differ from the rest of the website?

Wireframe or Mockups

Attach a draft of the webpage design layout.

 Attach file(s)

7 Draft webpage (Website designer)

Assignees:

Process Starter

Deadline:

1 week after Step 6: Plan web page content and design elements (Project Manager)

Please create a webpage with the following requirements.

Webpage: [Webpage needed]

Account name: [Account name]

Objective: [Objective]

Basic feature and functions: [Basic features and functionality]

URL: [Final URL of page]

Site map notes: [Notes for webpage sitemap]

Link to content: {{content-feeds-416354}}

Design elements: [Design Elements]

Color schemes: [Color Schemes]

Wire frame / mockups: [Wireframe or Mockups]

Thank you.

Add link to draft web page (Required)

8 Review draft webpage (Project Manager)

Assignees:

Process Starter

Deadline:

1 week after Step 7: Draft webpage (Website designer)

Please review the draft web page and share any comments below with the website designer:
[Add link to draft web page]

9 Approve webpage draft (Client)

Assignees:

Process Starter



Deadline:

1 week after Step 8: Review draft webpage (Project Manager)

Hi [Client Contact],

We have drafter the [Webpage needed] webpage, please review it and let me know if you have any feedback:

[Add link to draft web page]

Thank you!

Feedback

Upload any files or screenshots

 Attach file(s)

Approval? (Required)

- I approve, please publish
 - I have added some feedback, please update and send me the draft again.
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