



Understand Your Business

We start by learning about your company and analyzing key project details, including but not limited to, primary project objectives, target audience, required features, desired deliverables & timeline, special system requirements, and your budgetary range.

Services Proposal

Based on our discussion, we provide you with an initial estimate based on the expected development time for your requested services and specifications. A sitemap will be created and serve as a roadmap for the remainder for the project.

Contract Signing & Project Deposit

After updating the initial proposal with any feedback you may have, we'll update the sitemap and scope of work and send it along with our standard contract terms. A typical project requires payment of 50% of the estimated total. Once the contracts are secured, the pre-creative process begins.

Pre-Creative Planning

During this phase you show us sites you like/dislike while we analyze competitors sites and provide advice on emerging web technologies for your website.

Content Delivery

Unless we are performing the content creation work, clients provide finalized text, images, logos, graphics, data, and other necessary content for the project.

Production Begins with Design

If we are in receipt of all content, our designer will create the creative concepts. If copy isn't agreed upon prior to creative concept stage, the designer will add copy placeholders with filler text. After feedback is received and the look/feel and content is approved, we move into development.

Development

Programmers translate finalized designs into working website templates (site navigation, header, footer). Any backend tools or custom databases are established and integrated. We code up all of the specifications we identified through the initial phases. The goal at this stage of the process is to ensure all functionality works as a cohesive unit.

Quality Assurance (QA) Testing

To guarantee your website is fully functioning, we can perform extensive testing during the assurance phase. We post the site to a testable environment to confirm the specifications are met and test functionality is working as expected.

Production Completion with Deployment

Once your site is thoroughly tested, deliverables are completed and we get your final sign off, your site will go live. Prior to completion of the production process, the remaining 50% of the estimated total is due.

Post Launch

Creative MMS will support any "bug" fixes as they pertain to the content of our maintenance contract. Our maintenance packages allow for extensive site monitoring, tracking and support.

Additional Services Available Upon Request

Project Management & Design Feedback Systems

On new development projects or ongoing maintenance contracts, our communication may be aided by our project collaboration system and/or our design feedback system. These systems allow 24/7 access to design files, draft website design pages, milestones, to-do lists and any relevant documents. They also allows for open communication for both our team and your team, so that you can share and collaborate as needed with others on your end.

On Going Maintenance

Even after the project is completed, we offer continued site maintenance to keep your website fresh and relevant. Changes not included in original proposal could include new trends, technologies, design changes, content additions or updates, feature upgrades, etc. We also make sure to keep your source code under control so that changes are easily tracked and expedited. We can keep backup copies of the files that make up your website and any relevant data for larger applications.

Website Promotion

While an attractive website is great to covert visitors to customers, people need to know your website exists. We provide comprehensive promotional services to drive quality visitors to your website. After performing checkups on how you stack up on search engines, we can help create campaigns around the keywords (search terms) of your choice and make sure that your site is optimized for search engines. We specifically help construct pay-per-click keyword campaigns and affiliate program campaign to get visitors to your website.