

## Website Design & Development

### Website Design

- Brand & Identity
- Logo & style guide
- Website design
- Email design
- Landing page optimisation

### Website Development

- Sophisticated website development
- CMS development & integration
- E-commerce functionality
- Search engine optimisation
- Reporting & web analytics

Clear Light Digital has an excellent pedigree in building and maintaining industry leading websites. We start with a solid foundation of technology and information architecture then overlay a clean, sophisticated design that evokes an emotional response from your target market.

CLD's team can provide the design, build and maintenance of a website and the ongoing content provision and marketing services. CLD can also assist in the selection of hosting services and in the development of monetisation strategies for the site.

CLD brings a wealth of experience to all website development projects that includes:

- Strong commercial experience across a range of website design and development projects
- A robust content management system (CMS) that allows for efficient content management
- Extensive SEO expertise to ensure websites perform well in organic search results
- Proven experience in developing online communities and managing interactive content
- Ongoing technical management of all aspects of a website
- Development of monetization strategies and commercial opportunities
- Development of integrated online marketing strategies, including SEM and email

### A Phased Approach To Website Development

CLD utilises a phased approach to all website development projects that features pre-planned milestones, clear deliverables and formal client approvals.

The CLD website development methodology uses the following phases:

1. Scoping
2. Design
3. Content
4. Development
5. Marketing
6. Maintenance

## Scoping

---

Scoping is a critical phase of a web development project and vital to ensure that the completed site meets the current and future needs of a client. CLD meets with all nominated stakeholders to gather the content, functional and commercial requirements for the website.

The Requirements Gathering process includes:

- Business Requirements
- Content Requirements
- Marketing Requirements
- Database Requirements
- Design Requirements
- Commercial Requirements

## Design

---

CLD has a talented and experienced in-house design team that has been creating websites for more than ten years.

CLD Design services include:

- Branding & Identity Development
- Website design
- Landing page optimisation
- Advertising creative design

## Content

---

CLD will develop a Content Plan based on the Content Specification prepared during the Scoping Project. The Content Plan will include proposed content areas, information architecture and required functionality for the Client's website. The plan will cover text articles and rich media content including video, audio and interactive content elements. It will also include User Generated Content (UGC), such as blogs, forums and letters.

## Development

---

CLD will develop a Functional Specification for the Development Phases based on the outcomes of the Scoping, Design & Content phases. The Development Phase will comprise both CMS selection and development platform:

### **Content Management System**

Clear Light Digital has expertise across a variety of CMS and development platforms, which allows for the selection of the technology solution that best meets a client's requirements. CLD will provide recommendations on a CMS solution based on the outcomes of the Scoping Project and decisions made during the Design and Content phases.

### **Development Platform**

The CLD development team has many years experience working across a number of development platforms, and languages. The team also has extensive expertise in the use of web based languages, such as Java Script, HTML and Ajax.

CLD will make a final recommendation on the development platform for the websites once it has completed the Scoping, Design and Content phases.

## Training, Support and Maintenance

---

CLD offers thorough training and ongoing support of stakeholders in the use of all platforms and technologies used in its website development projects. Training sessions and documentation will be tailored to different admin user groups.

