

## 9 Phases of the Web Design Process

As designers, we often think of the Web in terms of wireframes, content management systems and code. But savvy designers know that the success of a Web design isn't determined by the code, social media integration or cool visuals.

*Designing a winning website requires a well-thought-out **online strategy focused on reaching organizational goals** - that can be anything from attracting visitors to buy products to getting the public to understand an issue to introducing visitors to a new brand.*

As a designer or project lead, you can become one of the most valuable and influential members of the Web and social media team when you understand how to develop an online strategy.

There are many people who can write code and have opinions about the design and nuances of the site and social media pages, but few have the array of talent and tools needed to create a Web and social media campaign that helps an organization achieve its goals.

## Phases of the Web & Social Media Process

The Web and social media design process is not unlike other communication processes. If you are familiar with developing a creative brief, a public relations plan, a communication plan or a new product, the phases will look very familiar. The phases of the Web and social media design process include the following steps:

1. Project Definition
2. Project Scope
3. Research
4. Wireframes and Site Architecture
5. Visual Design
6. Site and Social Media development
7. Site and Social Media Testing
8. Launch
9. Site and Social Media Maintenance – updating