

Groncrete.com Web Site Redesign Plan

Below is the overall plan for redesigning the groncrete.com web site. Although the outline represents the general order in which work will be done, some tasks can be done concurrently.

Define Site Structure

The overall flow of the pages will be defined first to determine how people will navigate the site. This will also help the SEO of the site. A short document defining the site layout will be created with Groninger Concrete's input and eventual sign-off.

- Define Pages
- Define Main Navigation
- Determine SEO Practices
- **Input and final approval (Groninger Concrete)**

Wireframe Pages

Before actual content and assets are added to the page, wireframes will be generated. These will just show the basic layout. These may have some colors and typography choices.

- Define basic layouts and elements for each page
- **Input and final approval (Groninger Concrete)**

Define Design Elements

Design elements may be defined in conjunction with the

- Choose Color Palate and Typography
- Create Initial Page Designs
- **Final approval (Groninger Concrete)**

Acquire Image/video assets

Where possible, images will be used from the existing site. It is recommended that a photographer be hired to generate some new hi quality images.

- **Headshot photos**
- **Office exterior and interior shots**
- **Product shots**
- **Video**

Generate Content

New verbiage should be created for each page

- Supply prompts for verbiage
- **Write new content**

Develop Employment Application

A simple form will be developed to allow potential employee hired to submit a basic application.

- Ensure web site can send emails
- **Supply the desired data to be collected (Groninger Concrete)**
- Develop and test form

Add real content

All of the new verbiage and images will be added to the site uysing the selected color palate and typography.

- Build out pages
- **Final approval (Groninger Concrete)**

Finalize Site

- **Sign off**
- Clean up
- Documentation
- Training