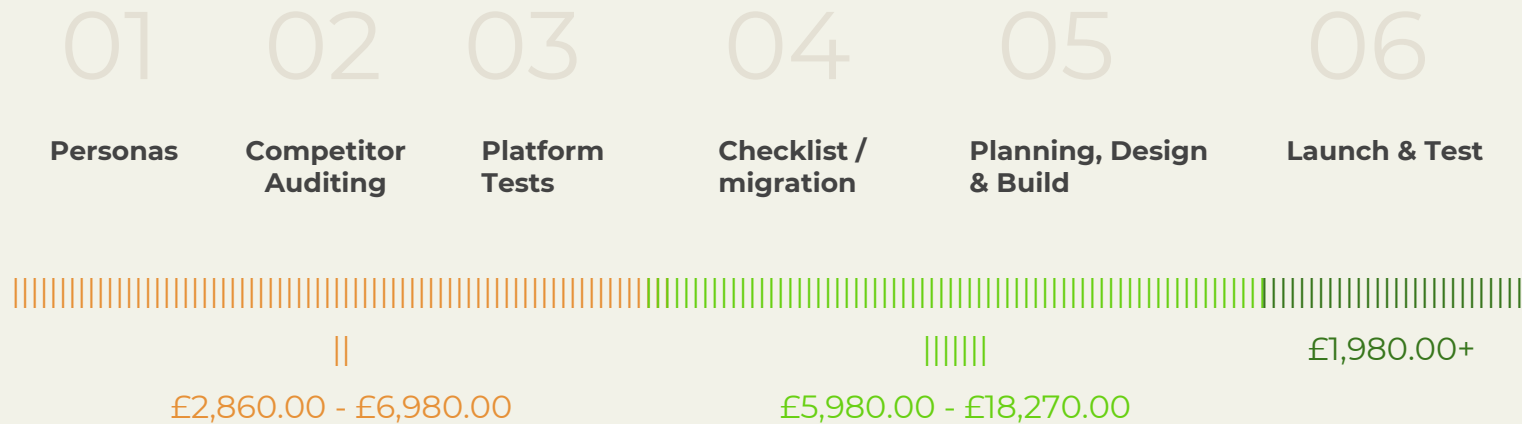


# Websites

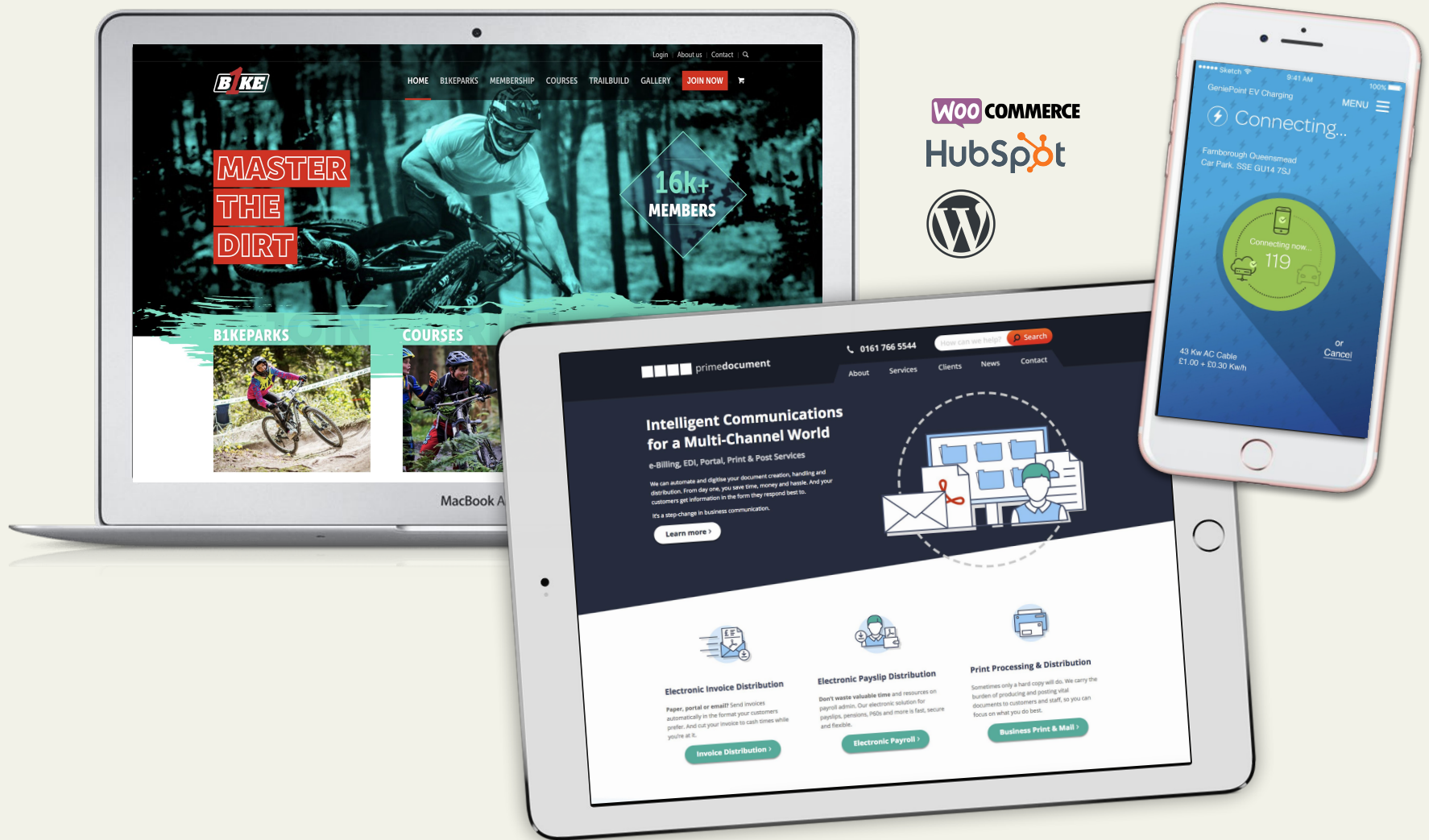


# Websites

## UM Strategy & Process



# Example Website migrations





# Website Migration - Checklist

## Workshop

- Establish key stakeholders
- Discuss Company Goals
- Review 1/3/5 yr Plans
- Collate any Frustrations
- Scope Functionality
- Ecommerce?
- API Integrations?
- CRM Integration
- Subscription / Membership?
- Automation / Workflows?
- Establish Timings
- Build Project plan (Gantt)
- Collate wishlist
- Agree Objective(s)
- Define Value Proposition(s)

## Background Tests

- UX & CRO Tests
- Audit Competitors
- Find Best Practice Examples
- Test Sales Funnels / LP's
- Check Architecture
- Check Industry Taxonomy
- Test for SEO Best Practice

## Audit Digital Footprint

- Review Social Media Profiles
- Review Ad Campaigns
- Review Analytics / Behaviours
- Best Practice Insights
- High Impact Recommendations

## Content Evaluation

- Resolve Duplicate content
- Approve refined Text
- Approve Images / Icons
- Approve Fonts / Assoc. Costs
- Approve Photography

# Website Planning & Design Phase

## Planning & Prototyping

- Sitemap and Architecture
- Wireframe Key Desktop pages
- Wireframe Key Mobile pages
- Test 3rd-Party Plugins
- Share and Discuss User Journeys
- Gather Feedback
- Iterate and Reshare Wireframe
- Confirm Costs

## Design Execution

- 'Design-reveal' Presentation:
  - Designed Key Desktop Pages
  - Designed Key Mobile Pages
- Gather Feedback
- Iterate and Reshare
- Design Approvals

# Website Build, Launch & Test

## Build (HTML)

Prepare Development server  
Install Fresh Theme  
Configure Avia Controls  
Bootstrap CSS  
Purchase / Install Fonts  
Gather Passwords for APIs  
Dev Briefing:  
- Micro-interactions  
- WP Theme Modules

## Configure Plugins / APIs

Purchase/Install Plugins  
Build Custom API modules  
CRM Forms built / integrated  
Configure Search Pages

## Testing / Launch

WP training / videos  
Review of key page designs  
Review of APIs  
Review of Plugins  
Review of CTAs / Funnels  
Test Workflows  
Test Analytics

# Contact

Agency Creative Director  
Google Squared Alumni  
Hubspot Partner

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**Paul Stratford**  
Partner

Financial markets background  
Performance Marketing expert  
Hubspot Partner

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**Pete Lock**  
Partner

**19-21 Hatton Garden**  
**London**  
**EC1N 8BA**



**03300 974493**

