

## Project Timeline

 = Represents a CLIENT MILESTONE. The project cannot continue until the step is completed.

### 1. Project Kickoff Meeting

SoSimple sends a strategy questionnaire to solicit input needed for the project kick off meeting. Once the information is received, SoSimple meets with key Client representatives to discuss overall website strategy, including core messages, competitive differentiation, desired features/functionality, site content/structure, and inspiration sites.

**Completion of Strategy Questionnaire Required**

### 2. Sitemap Development

SoSimple prepares a sitemap outlining the organization of all primary pages and subpages as well as key homepage messages, incorporating input from the kickoff meeting. Upon finalization and approval, a formal sign-off will be required to proceed to design. SoSimple prepares a shared Dropbox or Google Drive folder to facilitate content gathering and file sharing.

**Site Map Approval Required**

### 3. Content Gathering

Client uploads vector (eps or ai format) logo file(s), as well as a minimum of 5-6 high-resolution images to use during the preparation of static designs. Descriptive copy (ie: headlines and key messages) may also be supplied by Client for placement purposes, which should be representative of the content that will ultimately be featured on the site.

**Initial Approved Content Required**

### 4. Homepage/Interior Page Design (6 weeks)

**Step 4 will begin upon completion of Steps 1-3.** Utilizing content provided by Client, SoSimple designs a static homepage and 4-6 interior page options for Client review and feedback to illustrate the overall site layout. Upon selecting a preferred direction, SoSimple works to make any necessary changes until the Client is satisfied. Upon finalization and approval, formal sign-off will be required.

**Design Approval Required**

### 5. Final Content Required

Client provides all final copy, high-resolution images and associated files not yet uploaded to the shared Dropbox or Google Drive folder. SoSimple reviews submitted content to confirm that material is supplied for all pages of the site prior to commencing coding. **In the event that the client needs to change this content after this step, they will easily be able to make these changes with SoSimple CMS after the training.**

**All Final Content and Approval Required**

### 6. Coding/Development & Testing (4 weeks)

**Step 6 will begin upon completion of Steps 4-5.** SoSimple begins coding the approved website design onto the SoSimple CMS platform. SoSimple performs comprehensive testing across all modern browsers and within SoSimple CMS to troubleshoot any issues.

### 7. Content Population & Reviews (4 weeks)

SoSimple populates the website with Client-supplied content and builds out all pages of the site per the approved sitemap. Upon completing the build out and conducting final testing/technical reviews, SoSimple sends the development link to Client for final review and comment. With Client authorization, the new website is ready to proceed to the final step of the process.

### 8. Cloudflare DNS, Site Launch & Training

Client provides domain access (where website domain(s) are currently registered) and associated login credentials. Alternatively, Client can connect SoSimple with an authorized technical representative to coordinate a free setup of Cloudflare DNS Management. Post-launch trainings will be conducted so that future edits can be made by the Client using SoSimple CMS.

**Domain Access / Cloudflare DNS Setup Required**

In the event that an item identified above does not occur in a timely manner, such circumstance shall constitute a change that may require an adjustment to the Client's desired go live date. In this scenario, SoSimple will evaluate its work schedule and provide an new updated schedule.