Bluewire Media Web Methodology

STEP 1

WEB STRATEGY

- Web Strategy Workshop

Deliverables:

- Completed web atrategy planning template
- Web strategy roadmap
- Web strategy health check

TIME FRAME: 1 Week

EFFORT: 40% You, 60% Bluewire

BUDGET ESTIMATE: $3,950

STEP 2

WEBSITE BLUEPRINT

- Website Blueprint Workshop
- Discovery & vision phases (optional)

Deliverables:

- Keyword report and website audit
- Creative brief & Content strategy
- Content map
- Technical specification
- Website scorecard
- Project timeline

> **QUOTE for step 3**

TIME FRAME: 1-2 Weeks

EFFORT: 40% You, 60% Bluewire

BUDGET ESTIMATE: $7,950 – $18,950 includes web strategy

STEP 3

CONTENT

- Write or 'webify' your content

Deliverables:

- Copy (words) draft for approval
- Copy for all pages
- SEO friendly page titles, meta & search descriptions

DESIGN

- Interface design
- Visual design

Deliverables:

- Wireframes
- Visual Concept

DEVELOP

- Building the project from the design

Deliverables:

- Beta (test) version

DEPLOY

- Install, test, train & launch

Deliverables:

- Live project!

> **QUOTE for steps 4 & 5**

TIME FRAME: 1-3 Months

EFFORT: 10% You, 90% Bluewire

BUDGET ESTIMATE: $20,000 – $100,000

STEP 4

UPDATES & SUPPORT

- Direct access to the **Help Desk** (via phone & email)
- Prepaid packages of **10hrs**, **20hrs** or **50hrs**

Deliverables:

- Promptly and to your specifications

TIME FRAME: Ongoing

EFFORT: 50% You, 50% Bluewire

BUDGET ESTIMATE: $1,850 – $8,250 per package

STEP 5

WEB MARKETING

- Email Marketing
- Search Engine Marketing (SEM)
- Search Engine Optimisation (SEO)
- Social Media Marketing

Deliverables:

- Managed campaigns
- Or we can set you up so you can run it yourself!
- Reports

TIME FRAME: Ongoing

EFFORT: 30% You, 70% Bluewire

BUDGET ESTIMATE: $1,950 – $24, 840 per package

BRISBANE, SYDNEY **1300 258 394** (1300 BLUEWIRE) **www.bluewiremedia.com.au**
PO Box 3438, South Brisbane BC Qld 4101 e blue@bluewiremedia.com.au

bluewiremedia® .com.au
Bluewire Media Pty Ltd | ACN 115 735 192
Methodology 01/12 version 6.4
Certified System Quality ISO 9001 SAI GLOBAL