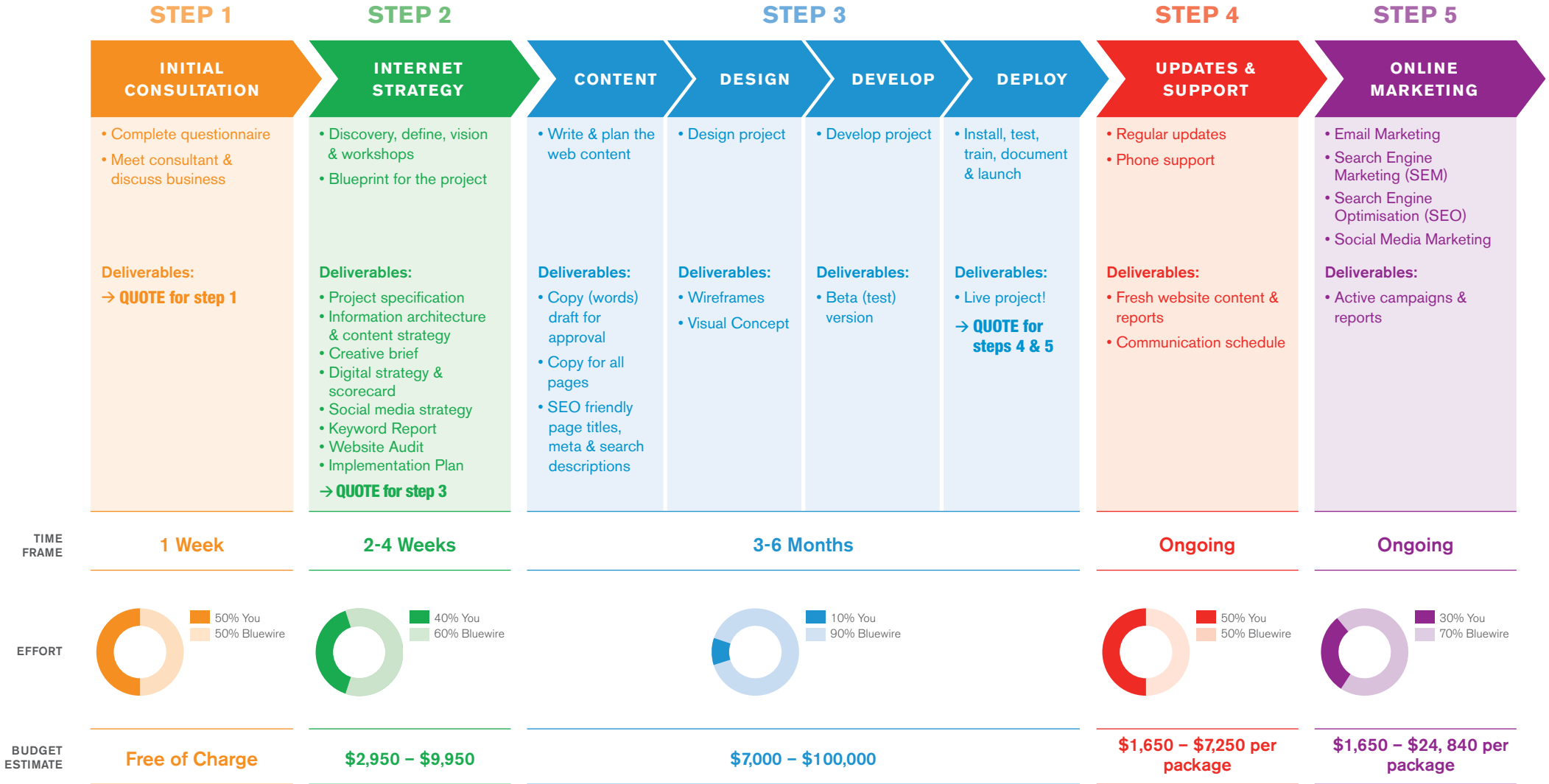


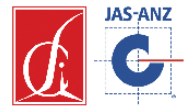


Bluewire Media Methodology





Bluewire Media methodology – description of terms



ISO 9001:2008
Quality Assured Company
AS/NZSREGN Number 3375



STEP	PART	DESCRIPTION	
INITIAL CONSULTATION	Questionnaire	Questionnaire filled out by client	
	Meeting	Meeting to understand & discuss what client is hoping to achieve	
	Proposal	Quote for Internet Strategy packages	
INTERNET STRATEGY	Listening labs	Interviewing customers & front line staff	PROFESSIONAL
	Expert Consultants	Consulting with our team of digital experts from around the world about your project	
	Customer surveys	Surveying users from your target audience to discover their needs	
	Front line staff surveys	Surveying front line staff to discover their needs & suggestions	
	Card sorting	Activity with customers to sort content into logical categories	
	User Testing	People are recorded using your website & attempting certain tasks	
	Competitor review	Reviewing competitor & industry related websites	
	Analytics review	Reviewing current site analytics	ECONOMY
	Brainstorming workshop	2-3 hour workshop with project team & stakeholders to define the project	
	Deliverables	Project's blueprint - project specification, information architecture, content outline, keyword report, creative & copy brief, digital strategy & scorecard, implementation plan	
	Proposal	Quote to execute the design, develop & deploy step	
CONTENT	Copywriting	Writing the copy (ie. words) for your website	
	SEO descriptions	Writing SEO friendly page titles and search descriptions	
DESIGN	Wireframes	Designing the layout of your site focusing on usability	
	Visual Concept	Designing the visual concept	
DEVELOP	Develop	Developing the project into a BETA (test) version	
	BETA launch	Uploading the BETA project for client approval	
DEPLOY	Install, Test, Train & Document	Install and test the website and then train you how to use it	
	Launch	Launch the project!!	
UPDATES & SUPPORT	Regular updates	Making regular updates to keep your website up to date	
	Phone support	Business hours phone support	
	Reports	Website reports reviewing usability, analytics, rankings, copy & keywords	
ONLINE MARKETING	Email Marketing	Email marketing program to communicate with your database	
	Search Engine Marketing	SEM program to drive targeted traffic to your website with Google Adwords	
	Search Engine Optimisation	SEO program to drive targeted traffic to your website	
	Social Media Marketing	Facebook, LinkedIn, Twitter, YouTube and blog strategy and marketing	

ISO 9001:2008 QUALITY ASSURED COMPANY

internet strategy web design domains & hosting email marketing search engine marketing search engine optimisation

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