

Explanation of Services & Functionality

As recommended by CaddisArt, Inc.

Content Collection and Organization

Prior to building the website, all content from your existing site should be copied, in its original format to our local web servers for later use and reference.

Design Meeting & Platform Discussion

Although wire-frame drawings and style guides are useful, a meeting should be held to guide the web developers on our team as to your vision. In addition, questions and discussions about the underlying platform will be explained.

Hosting & Staging Setup

The website infrastructure and setup process will temporarily be placed in a staging area, unavailable to the public until your site becomes live. The staging set up includes the installation of PHP, MySQL Databases and other components to be sure your website is working properly. You will be able to view the website as it progresses using a login and password.

WordPress, Plugins & Components

After your staging area is properly set up, CaddisArt will begin installing the necessary platform software to house your site. After the platform is running in its basic form, plugins and other components will be installed to support your requested functionality.

Theme Installation

The core theme files needed to support your functionality need to be installed. These theme files contain all of the necessary configurations to get your website up and running quickly. These files include PHP configurations, CSS files and much more.

Theme Design

Based on your existing website map, CaddisArt will closely mimic, in our best effort, your vision. This includes tables, widgets, headers, colors and more. This process can tend to take time as to keep functionality and look-and-feel on par with the most professional sites on the Internet.

Design Approval Meeting(s)

After CaddisArt has satisfied the vision imposed by you and your associates, a meeting should be held to answer any questions about forward momentum in the production process, including future additions and the appearance of future sections of the site.

Content Insertion / Migration

Perhaps the most lengthy part of the build process, content insertion and migration takes your selected previous content, along with any new content and inserts it into the proper regions of the website. Frequent communication with a liaison will need to take place during this process.

Final Clean-up and Updates

Once you are satisfied with layout, functionality and other aspects of the website, CaddisArt and its staff will go through every section of the website to be sure everything is working on all platforms & browsers. We will also be sure there are no stones left unturned and all t's are crossed and i's are dotted.

Final Meeting & Discussion

Once CaddisArt is certain that the site is ready for launch, a meeting will be held with you to do a walk-through, test functionality and make sure that you are satisfied with the final product.

Going Live

The Launch:

When everyone is satisfied and ready to "flick the light switch" making the site live, a migration process will take place to the hosting account where the website will reside.

Good Faith Effort

First and foremost, CaddisArt, Inc. and its employees, subcontractors and vendors will make every effort to assist you in its marketing efforts to ensure swift, efficient and timely deliveries of all in-scope work. We will, as we have in the past, go above and beyond to assist in unusual requests or emergency assistance to the best of our ability, provided they are within reason.

Advice is Always Free

If CaddisArt, for whatever reason, is not chosen to provide the work outlined in your RFP, we would like to assist and answer questions that may come across your desks.

Our team likes knowing that we can provide information, free of charge. We are very proud to be the region's top technical marketing agency. At minimum, we like knowing that we made a long-time connection and relationship with you and your associates.

“If you train hard, you'll not only be hard, you'll be hard to beat
--Hershel Walker