

HOW TO

# LAUNCH A WEBSITE

ON TIME & UNDER BUDGET

A NEW APPROACH TO  
**SUCCESSFUL**  
**WEB DESIGN**



nomad  
communications

# CONTENTS

- Introduction..... 1**
- Growth-Driven Web Design ..... 2**
  - What is it? ..... 3
  - Traditional Web Process ..... 4
  - Growth-Driven Web Process ..... 5
  - Traditional vs. Growth-Driven ..... 6
  - Cost Comparison..... 7
- How?..... 8**
  - Focus on Impact..... 9
  - Prioritize Initial Launch..... 10
  - Continual Site Improvement ..... 11

# Introduction

The words “website design” or “redesign” can instill fear and dread among many a marketer. Despite advances in technology and the very nature of the digital medium, web design is often a long and laborious process where perfection can become the evil of good.

**It doesn't need to be this way.**

# Growth-Driven Web Design

# What is it?

Growth-driven design is a targeted and hyper-efficient approach to web design, intended to reduce risk and maximize your website's potential.

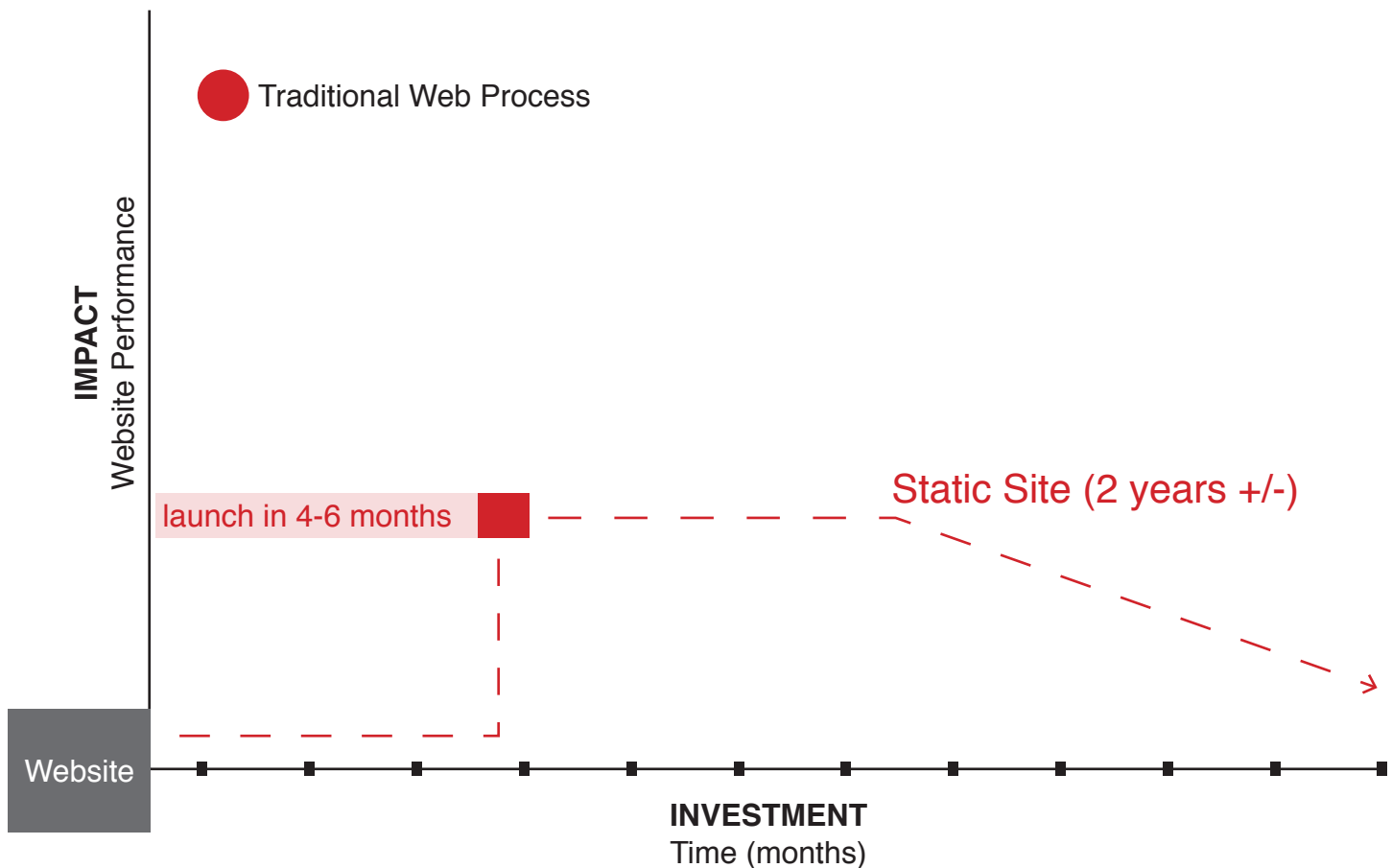
Traditional web design can be compared to the waterfall technique of print design: plan and write, design and tweak, fine tune and proof check... Okay, now that we're pretty sure it's perfect, PRINT. Done. You have a beautifully designed and well-orchestrated, FINAL print piece.

Most websites sit static for about 2 years after launch or redesign. WHY? Websites are innately versatile, with technology that allows you to make adjustments (improvements!) on the fly. Don't limit your website's potential by expending all your energy and resources upfront on what you "THINK" is the best final website. Rather, focus your initial efforts on producing a fully functional site, then invest in educated improvements based on analytics and allow your website to grow over time.

**Here's how.**

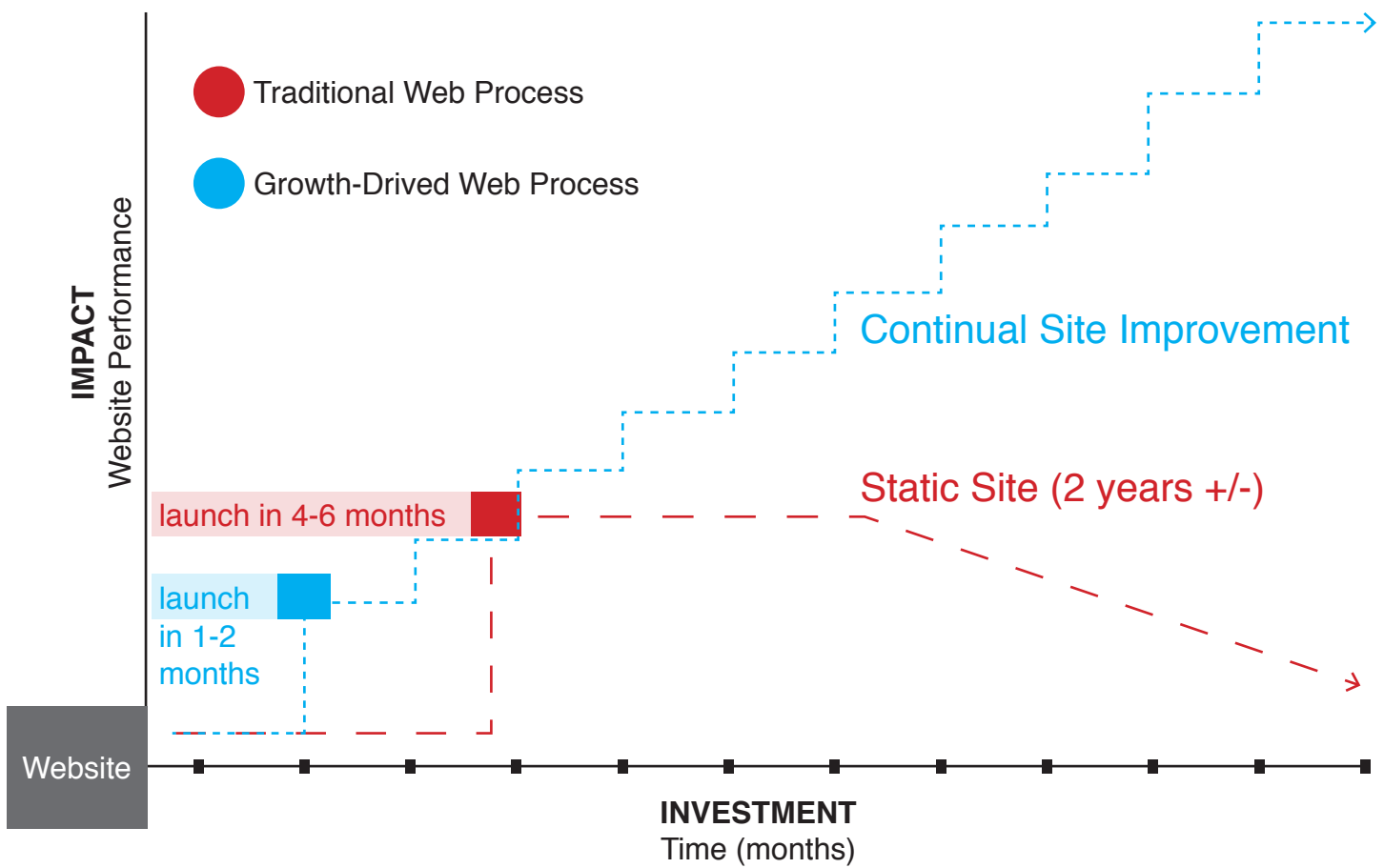
# Traditional Web Process

- Based on assumptions
- High upfront cost
- 4- to 6-month production period
- Changes can be costly and affect timeline
- Site is final – improvements likely over and above budget



# Growth-Driven Web Process

- User-focused strategy
- Lower upfront cost
- Quick initial launch turnaround
- Agile process allows for changes
- User-driven improvements over time, based on analytics



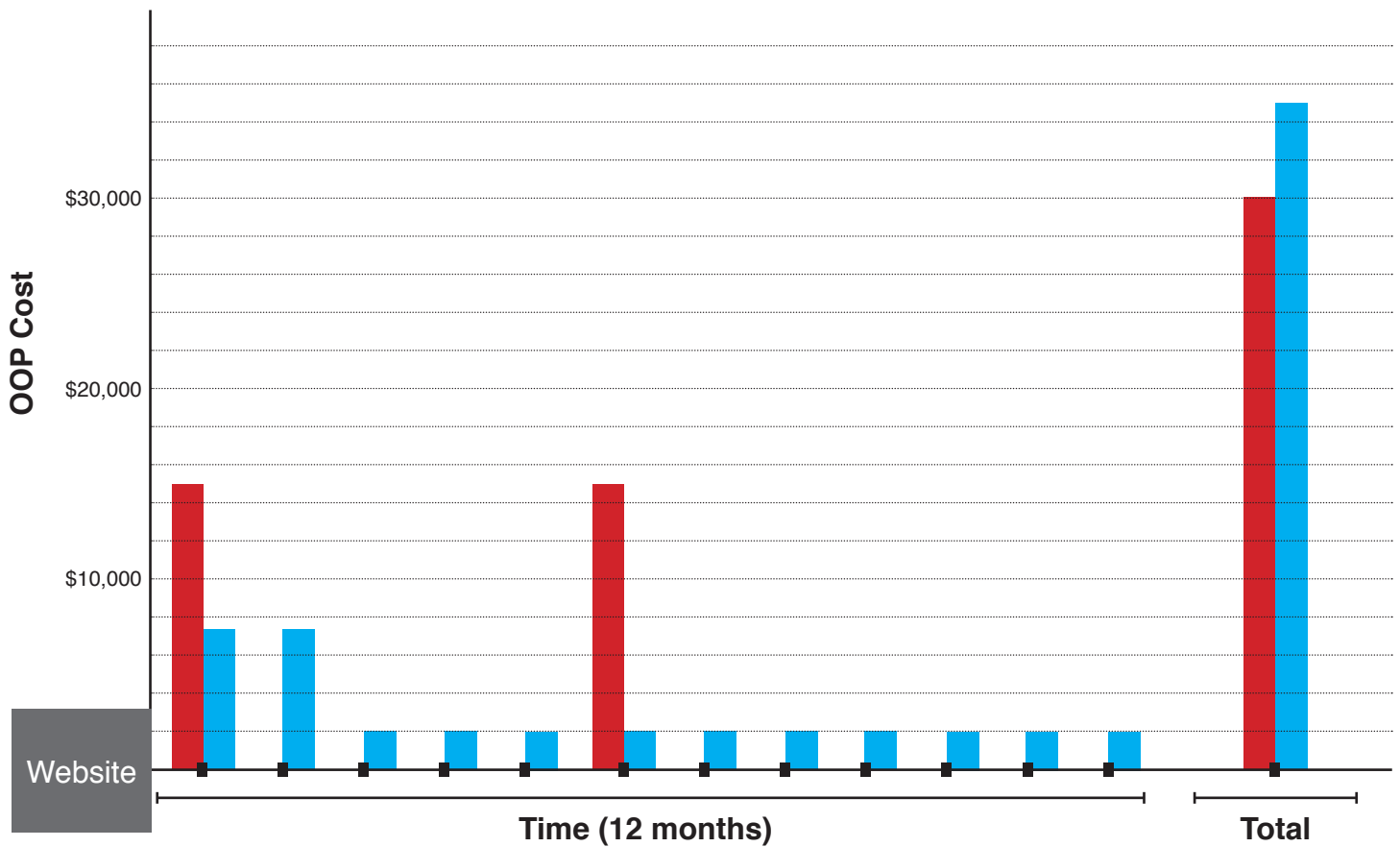
# Traditional vs. Growth Driven

	RISKS		RESULTS	
Traditional Web	Upfront Cost	Resources & Time	Based on Assumptions	Static for 2 Years
	Out of Scope, Over Budget, Late			
Growth-Driven	Spread Over Time	Launch Quick & Improve	Decisions Based on Data	Continuous Improvement
	Agile, On Time, On Budget			



# Cost Comparison

Based on traditional web redesign \$30,000 with 50% deposit.



- Traditional Web Process
- Growth-Driven Web Process

**How?**

# Focus on Impact

1. Rate all pages as high, medium, or low impact
2. List all site elements/functions and rate high, medium, or low impact
3. Combine high-impact pages and high impact elements for a complete critical initial launch list

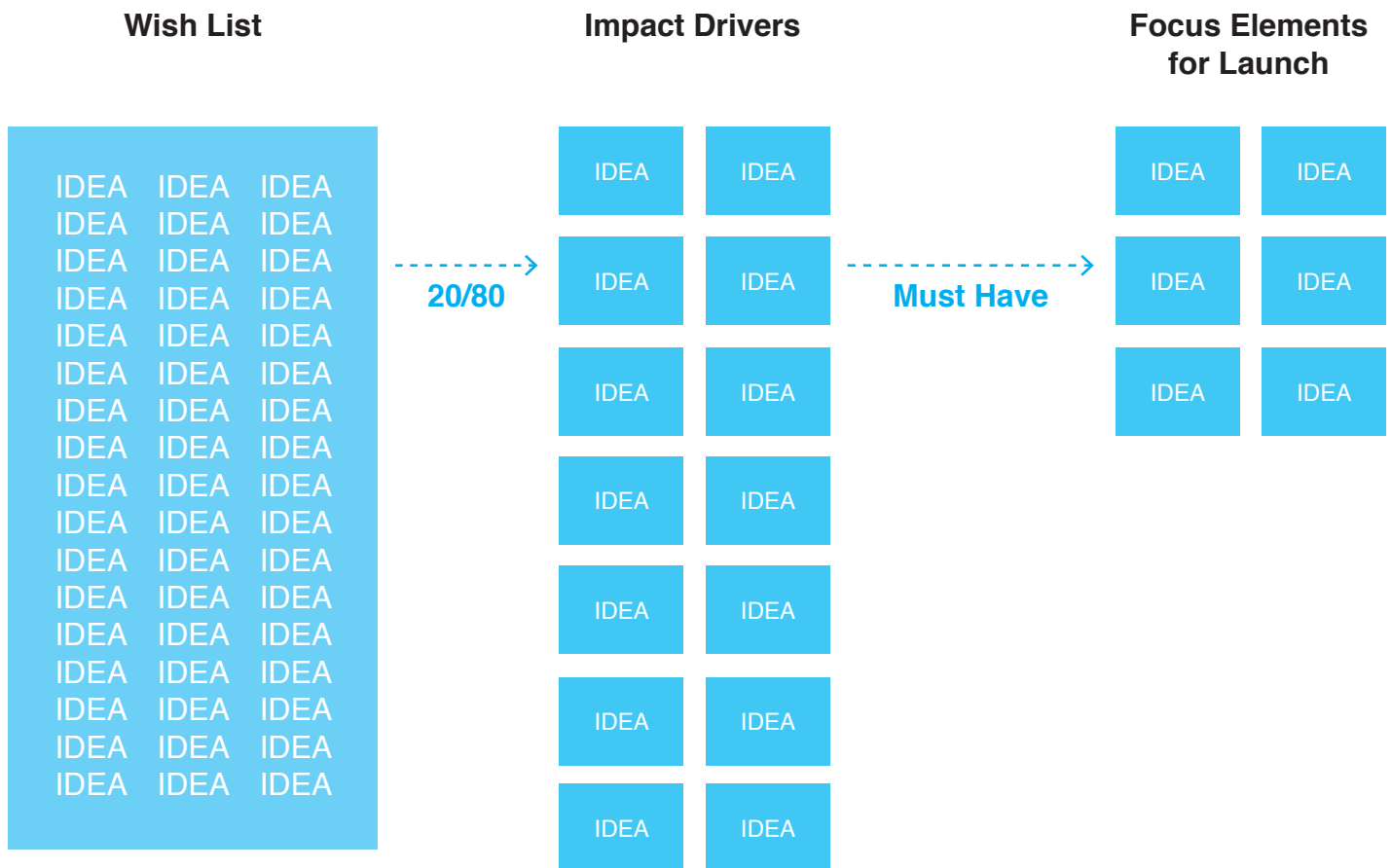
**high impact pages**  
**+ critical functionality**

---

**initial launch list**

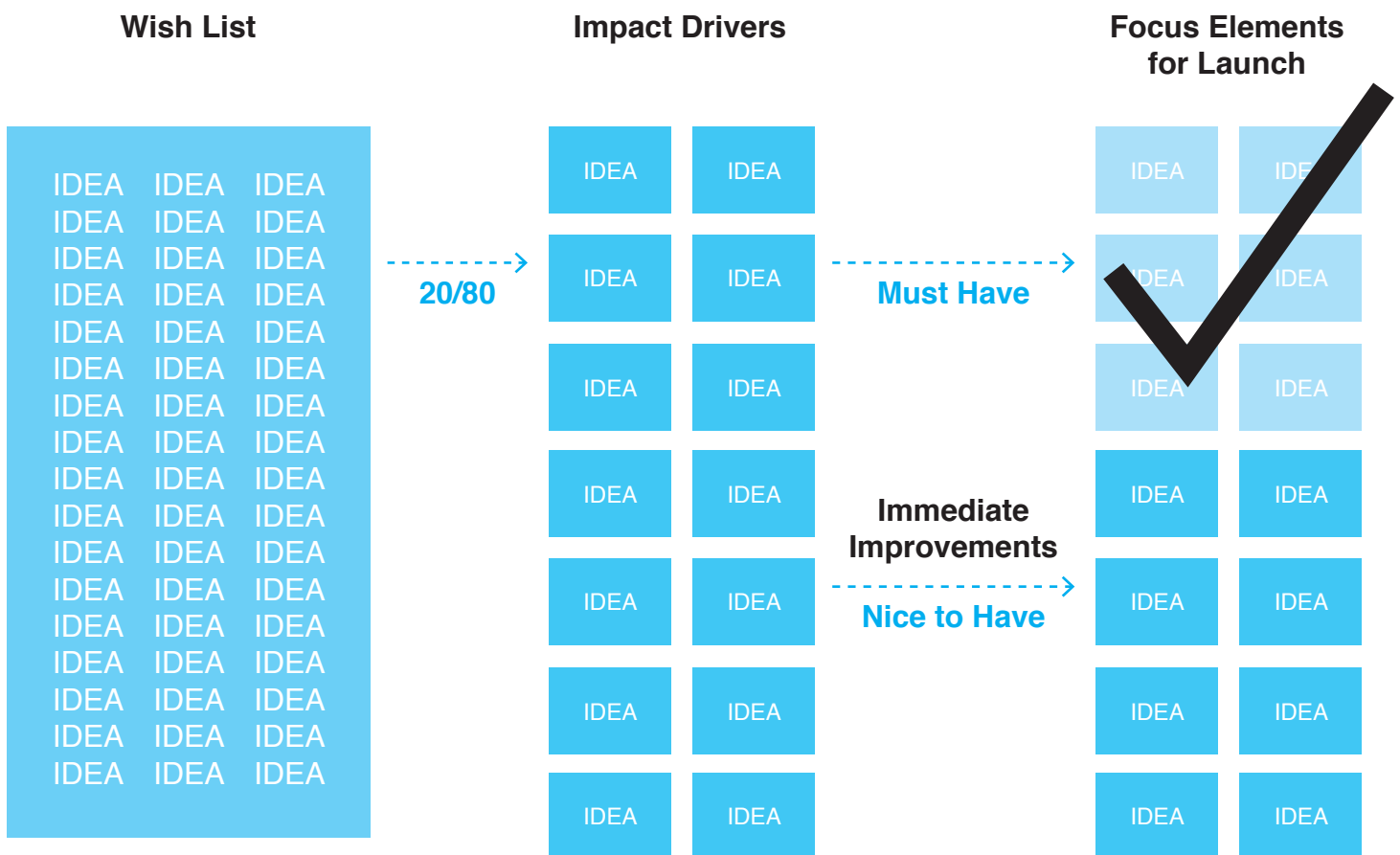
# Prioritize Initial Launch

- 20% of your site = 80% impact. By focusing solely on core elements and important content, you are able to launch a fully functioning site quickly.
- Prioritize your website wish list based on the impact each item has on your user and overall site performance.



# Continual Site Improvement

- The initial launch is just the beginning. Site improvements begin immediately with your nice-to-haves.
- Improvements based on user behavior continue throughout the year to maximize site performance.



TALK IS CHEAP . . .  
ACTUALLY, IN THIS CASE IT'S

FREE!

**CLICK HERE** TO SCHEDULE  
A **FREE CONSULTATION** TODAY



**n o m a d**  
c o m m u n i c a t i o n s

802-589-4210 | [www.nomadcommunications.com](http://www.nomadcommunications.com)