



WEB DEVELOPMENT DONE RIGHT

OVERCOMING THE STRESS AND STRAIN OF WEB DEVELOPMENT

If you have ever been involved with a web development project; you know the stress and strain that occurs from start to finish. Not anymore! The “old methodology” of overhauling a website every few years is just that, OLD. The major challenges with revamping a website are:

- The need for a complete review of every aspect of the website.
- Assembling a team within your organization to add this project to their already full plates.
- It is never done soon enough.
- The myriad of excuses that you have to give to prospects and customers about the “out of date” look and feel of your website.
- The critical nature of the project; needing to get it perfect because you won't look at it again for a few years.
- Technology is being reinvented too fast.

As you can see, there are many reasons not to repeat history and consider changing your entire approach to revitalizing your website.

Let's take a look at a **new model of web development** that has been created out of the Agile Development movement, which according to Wikipedia ⁽¹⁾ actually began around 1957 as “Incremental software development,” but didn't really gain traction until 2001.

Agile development is the process of early and often delivery of useful software and accepting (welcoming) requirement changes based on user satisfaction. So to interpret this methodology and adapt it for use in developing websites, we are taking the liberty to rename it “Website Continuous Improvement.”

Now it is certainly possible that your website today still needs to be overhauled, but you should approach that newly-minted website with a focus on continuous improvement so that you don't have to go through the painful redevelopment process again. In the continuous improvement methodology, everything is done in small increments and is easily “fixed” if the feedback indicates a change is needed.

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The key elements of a website continuous improvement initiative are:

1. Develop overall vision - what are the goals of the website?
 - Promote new products or services
 - Gain new visitors
 - Convert visitors to customers or clients
 - Share new information
 - Develop a strong following
2. Break the project into small efforts that are in priority order
3. Be flexible
4. Must be responsive design ⁽²⁾
5. Plan for regular updating of your website
 - Blog posts
 - News articles
 - New product or service offerings
 - Introductions to new employees
 - Educational information about the markets that you serve



BY APPLYING PRINCIPLES OF “WEBSITE CONTINUOUS IMPROVEMENT,” YOU CAN MAKE THE PROCESS MANAGEABLE, AND MAYBE EVEN FUN!

In addition to the new approach you will take to improve your website, it is also critically important that you gain valuable **knowledge about the traffic on your site.** Online marketing has developed into an important aspect of most organization’s marketing strategy. If your marketing has evolved into the digital age then you should highly consider the advice provided by one of our trusted web development firms, Global Directive:

“Two of the biggest marketing and monitoring suites that business owners and webmasters have in their arsenal are Google Analytics and Google’s Webmaster Tools,” says Mark Bowens of Global Directive. “These are products from Google that let a website’s owner learn about how people come to the website and what they do once they are on it.”

“Google also allows the ability link Analytics and Webmaster Tools accounts, giving marketers a one-stop shop for all of their SEO (search engine optimization) and online marketing data. This is a major step forward in making on-line marketing simpler and more convenient, and anyone who uses one or both of these toolkits should link them up now to get the full benefits of the combination.”

A website is no longer a glorified brochure. It needs to be a wealth of information based on your organization’s expertise. It needs to be relevant in your prospects and customers’ minds. If you are not bringing something fresh and interesting to your website visitors, then you run the risk of losing their interest. Your competitors might just pick them up because they are providing better website value. Sharing new valuable information and NOT hard-selling your audience should be your website continuous improvement mantra.

If you’d like guidance on how to approach your website project, please feel free to reach out to David Panitch. He will be glad to invest some time with you to make sure you are on the right track. **CS**

David Panitch is a partner in The Distributor Board, which advises STAFDA members on a broad range of operational subjects. His focus is on Technology and provides assessment and implementation services around a broad range of software applications. To reach David, email David@TheDistributorBoard.com or call (847) 868.2004.



Article References:
 (1) https://en.wikipedia.org/wiki/Agile_software_development
 (2) https://en.wikipedia.org/wiki/Responsive_web_design



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