



SiteCM™

SiteCM Site Development Plan

02/2010

Document Overview

This document gives you an overview of the development process of a typical SiteCM CMS web development project and what will be required from you at each phase. This document is based on hundreds of SiteCM implementations for clients of all sizes by ideaLEVER Solutions Inc.

A detailed project plan can help keep people focused & stay involved in the process!

The actual process followed by your designer or project manager might be different

A well-managed SiteCM project from design through launch can take as little as 4 weeks with many being completed in less than 6 weeks. A successful and quick project depends on good planning, good communication and a clear understanding of what is required for the design team and your organization. **As the project timeline stretches out, project management costs inevitably increase because more time is required for status updates and project reviews.**

Time management is essential to getting your SiteCM project up and running on schedule. You need to be aware of when you will be needed and what is expected from you. Your designer is responsible for the creative aspects of your site but will be relying on your team to provide the details that make your site and organization unique.

SiteCM doesn't happen overnight, but a good plan can help motivate everyone and keep the project moving

There are a few simple guidelines will help to keep your project on track.

- 1) **Limited Number of Decision Makers:** Ideally there will be 1 person at your location who is responsible for the project. This person will have the skills, knowledge, and authority to make decisions on behalf of your company. The more people involved in each decision, the longer it will take to gather feedback, the harder it will be to build consensus, the longer your project will take, and the more your project management budget will grow.
- 2) **Timely feedback:** To keep the project operating on an efficient timeline we recommend providing feedback within 2 business days. If you are unable to respond quickly, acknowledge the enquiry and tell your developer when they can expect a response. This will allow them to look after our other customers and leave time available to deal with your feedback when it arrives. If your developer has to follow up several times to get a response, this will be reflected by increased project management costs. Unexpected delays can also result in other customers being given priority compounding the delays.
- 3) **Availability:** Most customers should plan on a minimum 6 week project. If key individuals will be unavailable for some or all of that time, it is best that it is disclosed at the beginning of the project so that your team can plan around the absences. Switching decision-makers part way through a project increases project management costs.

- 4) **Be Prepared:** By reading through this document, you should have a good idea of what is happening at each stage and what is required from you. Some of the tasks can be time consuming but it is possible to get a head start and reduce the disruption to your regular routine. **The most common source of delay is content preparation which most organizations underestimate.**



Project Overview

The following table shows an overview of a typical SiteCM project and assumes that the client will be responsible for content deployment. This is subject to change based on arrangements made with your designer.

Remember this is just an example, your project might involve more steps but if you structure the process and stay involved the process can be quick and painless.

	SiteCM Project Plan	Assigned	Status	Date
	Customer Website			
1	Pre Production			
1.1	Signed Agreement	Client		
1.2	Deposit Received	Client		
1.3	Asset Collection	Client/Designer		
1.4	Creative Review (reference sites)	Client/Designer		
1.5	Project Timeline	Designer		
2	Design	2 weeks + approval time		
2.1	Design Draft	Designer		
2.2	Client Review and Feedback	Client		
2.3	Second Draft	Designer		
2.4	Client Review and Feedback	Client		
2.5	Final Creative	Designer		
2.6	Technical Requirements Document (As Needed)	Designer		
2.7	Client Approval	Client		
3	Production	1 to 2 weeks + approval time		
3.1	Design Integration	Designer		
3.2	Customizations (As needed)	Designer		
3.3	Content Preparation	Client		
3.4	Delivery testing	Designer		
3.5	Delivery of Staging Site	Designer		
4	Site Building	1 to 4 weeks		
4.1	QSV Review	Client		
4.2	SiteCM Training	SiteCM/Client		
4.3	Content Setup	Client		

