SOP for Web Design and Development at [EnliteWeb]

To ensure consistent quality, efficient delivery, and smooth communication across all website projects, this SOP outlines the end-to-end process — from gathering requirements to final launch.

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1. Understanding the Requirements

- Read the project brief carefully.

- Confirm the business type, target audience, and primary purpose of the website (e.g., e-commerce, portfolio, informational).

- Identify the required platform (WordPress, Shopify, Webflow, Wix, Custom Code, etc.).

- Understand brand goals, tone, and visual preferences.

- Ask for design inspirations or competitor sites.

- Clarify the required features (e.g., contact form, booking, payment gateway, blog, custom product page).

- Confirm the number of pages and content availability (text, images, logos).

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2. Client Discovery Call (if needed)

During a client call, ask for:

- Branding guidelines (logo, color codes, fonts).

- Hosting and domain access.

- Third-party integrations (e.g., Mailchimp, WhatsApp, CRMs, payment providers).

- Sitemap and preferred page structure.

- Timeline expectations and launch deadlines.

- Any dos and don'ts.

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3. Pre-Design Preparation

- Conduct competitor and industry research.

- Confirm website structure and user flow.

- Create or review wireframes (if applicable).

- Gather all design assets from the client.

- Ensure access to CMS or staging environment.

- Set up the workspace with appropriate naming conventions and folder organization.

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4. Design Workflow

- Start with homepage design mockups in Figma (or other tools).

- Use brand fonts, colors, and styling aligned with client expectations.

- Get internal review or client approval before moving to inner pages.

- Design for responsiveness across mobile, tablet, and desktop.

- Use consistent UI components and visual hierarchy principles.

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5. Development Workflow

- Set up staging environment or CMS installation (WordPress, Shopify, etc.).

- Develop homepage first and ensure pixel-perfect conversion.

- Develop internal pages and global components (header, footer, buttons).

- Optimize image sizes and implement lazy loading.

- Set up dynamic content if needed (custom post types, product feeds, etc.).

- Ensure the site is responsive across all devices.

- Integrate contact forms, email notifications, and third-party tools.

- Set up SEO basics (meta tags, alt text, sitemap, robots.txt).

- Add performance plugins and conduct speed optimization.

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6. Internal Review and QA

- Run a detailed QA checklist:

    - All links and buttons work.

    - All content is correctly placed.

    - Forms are functional and emails are received.

    - Responsive design is intact.

- Site loads fast on all major devices.

- No dummy content or placeholder images.

- Browser compatibility tested (Chrome, Safari, Firefox).

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7. Client Review & Revisions

- Share the live/staging link with the client.

- Go through each feedback item one by one.

- Implement all changes and clearly communicate limitations if any.

- Turnaround time for revisions: **24–48 hours** depending on complexity.

- Highlight value-added suggestions for UX or conversion improvements, if possible.

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8. Final Launch & Handover

- Ensure all pages are optimized and mobile-friendly.

- Set up website backup.

- Move the site from staging to live (if required).

- Test again post-migration (forms, speed, layout).

- Share login credentials and video walkthrough (if included).

- Provide post-launch support window (e.g., 7 days of minor fixes).

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9. Communication & Reporting

- Keep the client updated on progress (via Slack, Trello, WhatsApp, or Email).

- Daily/weekly updates for longer projects.

- Immediately notify if there's a blocker (e.g., access issues, unclear brief).

- Maintain transparency on delays or changes in scope.

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10. File & Asset Management

- Organize all assets in Google Drive or a shared folder.

- Keep backup copies of website files and design files.

- Use proper versioning for revisions and final versions.

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11. Quality Assurance Checklist (Key Points)

- Fully responsive on mobile, tablet, desktop.

- Clean, readable fonts and consistent layout.

- CTAs are visible and functional.

- No broken links or empty sections.

- Site speed optimized (GTmetrix, PageSpeed).

- SEO basics in place.

- Forms work and notifications are received.

- Design matches brand guidelines.

- CMS is easy to manage for the client (if needed).

- Handoff is complete with documentation.