Sitethreesixty

Our Process

This page explains exactly how we work together, what happens at each stage, and how you'll be kept informed from start to finish.

The goal is simple: no guesswork, no surprises, and no disappearing into a black hole. You'll always know where things stand, what decisions are needed, and what comes next.

Step 1: Discovery & Direction

This is where everything starts.

You'll complete our discovery survey, which gives you the space to be open and honest about: - What you like and dislike about your current website - What's working, what isn't, and what's holding you back - What you *wish* your website could be, without worrying about cost or limitations

We review your answers carefully and look for: - Patterns and priorities - Gaps between what the site does now and what you need it to do - Opportunities to simplify, improve clarity, and elevate how your business is presented

Nothing is built at this stage. This step is about understanding, alignment, and setting a clear direction.

Step 2: Review of Your Current Website

Next, we assess your existing website from both a technical and user perspective.

This includes: - Structure and content flow - Performance and responsiveness - Ease of use for visitors - Maintainability and future flexibility

If this is a migration, we identify what should be: - Kept - Improved - Reworked - Retired entirely We'll

also flag anything that could cause problems later if left untouched.

Step 3: Strategy & Recommendations

Based on everything we've learned, we define a clear plan.

This covers: - The overall structure of the new site - Key pages and their purpose - Content priorities and messaging focus - Functional requirements - What success looks like for *your* business

At this stage, we'll talk through: - What we recommend - Why we're recommending it - Any trade-offs or alternatives

This is a collaborative step. Nothing moves forward until we're aligned.

Step 4: Design & Build

With a clear strategy in place, we move into design and build. This is

where ideas become real.

We focus on: - Clarity over clutter - Speed and performance - A design that feels right for your brand and audience - A site that's easy to manage and grow over time

You'll see progress as it happens, not just at the end. Feedback is welcomed and encouraged throughout.

Step 5: Review, Feedback & Refinement

Once the site is taking shape, we review it together.

You'll have the chance to: - Explore the site - Share feedback - Suggest refinements - Ask questions

We'll guide you on what's a quick tweak versus what might have wider implications, so decisions are informed rather than rushed.

This stage continues until the site feels right — not just "finished."

Step 6: Final Decisions & Sign-Off

Before launch, we run through everything one last time.

This includes: - Content - Layout - Functionality - Performance

Final decisions are confirmed here. Once signed off, we prepare for launch.

Nothing goes live without your approval.

Step 7: Launch & Aftercare

We handle the launch process and make sure everything works as expected.

After launch, we: - Monitor performance - Resolve any issues quickly - Provide guidance on managing and using your site

If your site is under ongoing management, this is where continuous improvement begins.

How We Keep You Informed

Clear communication is built into the process.

You can expect: - Regular updates on progress - Clear explanations without unnecessary jargon - Honest answers, even when something isn't the best idea - No surprises or silent delays

If something needs a decision from you, we'll make that clear and explain the options.

A Final Note

This is a collaborative process.

We bring experience, structure, and technical expertise. You bring insight into your business, your customers, and what matters most to you.

When both sides are open and communicative, the result is a website you're genuinely proud of — and one that works hard for your business.

What We Need From You (The Most Important Part)

There is genuinely no such thing as too much information. The more you share, the better the end result will be — not just visually, but strategically.

This project works best when we treat it as a collaboration, not a hand-off. You are the expert in your business. Our job is to translate that into a website that works.

1. Total Honesty

Tell us what you like, what you hate, what you're unsure about, and what you've never quite been happy with.

If something doesn't feel right — even if you can't explain why — say it. Those instincts are valuable.

2. Examples (Good and Bad)

Share websites you love, websites you dislike, competitors' sites, or even designs from completely different industries. You don't need to justify *why* you like something. A simple "this feels right" is enough.

3. Your Real Goals

Tell us what success actually looks like to you.

More enquiries? Better quality leads? Credibility? Simplicity? Automation? Fewer phone calls? All of the above?

The clearer this is, the better we can design around it.

4. Concerns, Fears, and Past Experiences

If you've had a bad experience with a previous website, developer, host, or platform — we want to know.

Equally, if there's something you're worried about (losing rankings, breaking email, downtime, complexity), say it early so we can plan around it.

5. Content You Already Have (or Don't)

Let us know what exists today: - Text, brochures, PDFs - Logos, brand assets, photos - Blog posts, case studies, testimonials

And just as importantly — what doesn't exist yet. We'll help bridge the gaps.

6. Availability and Feedback

Timely feedback keeps momentum.

You don't need to write essays — short, honest reactions are perfect. A quick "yes", "no", or "not quite" is often enough to move things forward.

7. Trust the Process

We'll guide decisions, flag risks, and explain trade-offs clearly.

You always have final approval — but the best results come when you're open to ideas that might not have been on your original list.

The more open and communicative this process is, the smoother it becomes — and the stronger the final website will be.

Your Existing Website & Switchover (How We Protect What You Have)

We never take the keys to, interfere with, or touch your current website while the new one is being planned, built, or reviewed.

Your existing site stays exactly where it is, fully live and untouched, until **you approve the final version and we agree a switchover time**.

No Risk, No Disruption

- · Your current site remains live throughout the entire project
- · No changes are made behind your back
- · No DNS changes happen without your approval
- · No downtime surprises

Switchover Day: Deep Freeze

When it's time to go live, we perform a clean, controlled switchover:

- · DNS is updated to point to the new site
- · The old site is effectively put into **deep freeze**
- · No data is lost
- · No content is deleted

What Happens to the Old Site

Your previous website is **never deleted**.

At switchover: - The old site is securely migrated from your previous host - A full backup is created - It is stored safely in Google Drive - You receive a download link

You can: - Download and archive it - Keep it as a reference - Or do absolutely nothing — it remains safely stored

Why We Do It This Way

- · Zero risk to your existing business
- · Full rollback safety if ever needed
- · Complete transparency
- · You retain ownership and control of everything

Your website history matters. We treat it like an asset, not something disposable.