

THE PROCESS...

strategize

We listen and give clients what they really want, without being afraid to express our expert point of view. We are a creative group of professionals who recognize opportunities that our competitors may overlook. Cookie-cutter solutions are not our game, customized solutions are! We never stop thinking about the next big step or what we can do to improve ourselves and your experience working with us.

design phase

Next, we invent. After determining your site's structure, content, and technical requirements our creative and technical units begin collaborating on the look, feel, and interface of your website. We will create a site map with all the pages and navigation clearly outline. During this phase, we present a nonfunctional prototype of your sites home page for your personal review.

development phase

Based on your ongoing feedback, we build out the rest of your web pages and add functionality. Images and ideas are morphed into structure and code. We like to keep our clients updated on the progress of their investment by sending reports on regular basis.

testing phase

We test and tweak the site for any minute detail we may have missed. Then, we test some more for complete functionality and usability. This testing includes making sure your website works on both Macs and PCs, as well as all established browsers such as Internet Explorer, Netscape, Chrome, and Firefox.

launch

After and only after testing is complete, we launch your site live and promote it to all major search engines, including Google, and directories that will direct traffic to your site.

maintenance

WebNJ is a full-service vendor to our clientele. We offer ongoing site management and maintenance services, as well as design updates customized to meet the evolving needs of your company.