

333 A Caledonia Street
Sausalito, California 94965
www.designbureau.com
carie@designbureau.com
415.302.8439

Over the past few weeks we've been having some great conversations on our main blog about how SEOs and developers view each other, how they can work together and maximize productivity. The conclusion that we should all know at least a little about each other's jobs and that working together (rather than against each other) is beneficial to everyone is fairly obvious.

However, in most organizations, it's not as cut and dry as just having the SEOs and developers working together. Often times a project team includes a project manager, business analyst, product manager, QA engineer, SEO, designer, development lead and various other team members. So, how do you make certain that the SEO efforts don't fall through the cracks? What are the best ways to get SEO into the development process? Who are the key players? And what happens when SEO doesn't make it into the process?

Digital Process Overview

Purpose
Digital Process Steps
Project Initiation
Discovery
Discovery: SOW, Estimate & Timeline
Discovery: Creative Brief
Design
Design: Concept Review
Design: Creative Review 1
Design: Creative Review 2
Design: Creative Review 3 (Legal)
Development
Deployment
Post-Launch



BeAGift.net

ParisPrelude.com

Teasophy.com

TrimTabs.com



PaneraBreadCo.com

PRCMarin.com

Levis.com

HomeWise.com



MichaelLaMacchia.com

ASmallWorld.net

TheNorthFace.com

Bjorn.com

Review process for each step of a digital project

DB Digital Process

Purpose

Digital Process Steps

Project Initiation

Discovery

Discovery: SOW, Estimate & Timeline

Discovery: Creative Brief

Design

Design: Concept Review

Design: Creative Review 1

Design: Creative Review 2

Design: Creative Review 3 (Legal)

Development

Deployment

Post-Launch

Project Initiation

Discovery

Design

Develop

Deploy

Post Launch

Brand Awareness

Purpose

Digital Process Steps

Project Initiation

Discovery

Discovery: SOW, Estimate & Timeline

Discovery: Creative Brief

Design

Design: Concept Review

Design: Creative Review 1

Design: Creative Review 2

Design: Creative Review 3 (Legal)

Development

Deployment

Post-Launch

CoE to author a Digital Project Brief and request to kick off a new project

Kick off meeting is preferred

COE to present Brief to ensure all team members understand the project including alignment on:

The “key belief”, target, benefit and strategic priorities

Executorial mandatories

Timing and Budget Restrictions

Must have time for sufficient Q&A

Attendance to include:

COE (Center of Excellence) Team Lead

Brand Manager

Project Management Lead

DLT (Digital Leadership Team) members as needed

Media as needed

Other relevant Partners involved in the project

Follow up calls may be required to finalize details for Discovery

Brand Awareness

Purpose

Digital Process Steps

Project Initiation

Discovery

Discovery: SOW, Estimate & Timeline

Discovery: Creative Brief

Design

Design: Concept Review

Design: Creative Review 1

Design: Creative Review 2

Design: Creative Review 3 (Legal)

Development

Deployment

Post-Launch

Discovery is the period where we reveal all the necessary information to successfully execute on the project brief, including deliverables such as:

Scope of Work and Estimate
Project Timeline
Creative Brief
Supporting Materials

Brand Awareness

Purpose
Digital Process Steps
Project Initiation
Discovery
Discovery: SOW, Estimate & Timeline
Discovery: Creative Brief
Design
Design: Concept Review
Design: Creative Review 1
Design: Creative Review 2
Design: Creative Review 3 (Legal)
Development
Deployment
Post-Launch

Scope of Work (SOW), Estimate and Timeline Development

Tribal/DDB Account and PM to develop SOW jointly including estimate and timeline

Timeline should be kept in separate document as it will likely be amended throughout the project

SOW, Estimate and Timeline Review

Account to set up review meeting, Attendance to include:

COE (Center of Excellence) Team Lead
Brand Manager
Project Management Lead
DLT (Digital Leadership Team) members as needed
Media as needed
Other relevant Partners involved in the project

PM to deliver to meeting attendees in PDF format prior to meeting
Account and PM to jointly present SOW, Estimate and Timeline

SOW, Estimate and Timeline Approval

Account and PM to make any necessary revisions and redelivery for approval

Upon approval, PM will then provide Job #, secure resources and set up project folder on server

Brand Awareness

Purpose
Digital Process Steps
Project Initiation
Discovery
Discovery: SOW, Estimate & Timeline
Discovery: Creative Brief
Design
Design: Concept Review
Design: Creative Review 1
Design: Creative Review 2
Design: Creative Review 3 (Legal)
Development
Deployment
Post-Launch

Account to initiate Creative Brief development with input from:

Product Manager

Strategy Lead

DLT Creative Lead

Team to present Creative Brief for review and input

Attending: CoE & Brand Manager

Account to gather input during the call

Team to revise Brief as needed and Account to redeliver for approval

Once Creative Brief is approved Account, PM, Strategy lead and DLT**Creative Lead to present to allocated team**

Provide all Supporting Materials at this time

Supporting materials including assets are to be collected by Account

Brand Awareness

Purpose
Digital Process Steps
Project Initiation
Discovery
Discovery: SOW, Estimate & Timeline
Discovery: Creative Brief
Design
Design: Concept Review
Design: Creative Review 1
Design: Creative Review 2
Design: Creative Review 3 (Legal)
Development
Deployment
Post-Launch

Design includes creative concepting, information architecture, layouts and copy as well as 4 rounds of review:

Concept Review and Information Architecture

Creative Review 1

Creative Review 2

Legal Review

Prior to all CoE or Client reviews, the DLT creative lead on your brand must be included in the internal review

Brand Awareness

Purpose

Digital Process Steps

Project Initiation

Discovery

Discovery: SOW, Estimate & Timeline

Discovery: Creative Brief

Design

Design: Concept Review

Design: Creative Review 1

Design: Creative Review 2

Design: Creative Review 3 (Legal)

Development

Deployment

Post-Launch

The goal of this round is to gain CoE consensus on the concepts to go to the Brand team

Depending on SOW, 2-3 concepts should be shared

The concepts should be presented as “tissues” and not blown out layouts/copy

Attendees include:

Creative Team

Account and PM

DLT as necessary

Unless proven to be off brief, no revisions should be necessary prior to presenting to the brand team

At this time the information architecture including site map and wireframes will be reviewed and input collected for final presentation in Creative Review 1.

Brand Awareness

Purpose
Digital Process Steps
Project Initiation
Discovery
Discovery: SOW, Estimate & Timeline
Discovery: Creative Brief
Design
Design: Concept Review
Design: Creative Review 1
Design: Creative Review 2
Design: Creative Review 3 (Legal)
Development
Deployment
Post-Launch

The goal of this round is to present concepts approved to move forward from the Concept Review to the Brand team and gain alignment of which concept to move forward with

Additional work can be done before this round is presented if team feels it necessary

Attendees include:

CoE

Brand Manager

Creative Team

Account and PM

DLT as necessary

Outcome:

One concept to be chosen to move forward with

Comments on the chosen concept to be documented and delivered in contact report within 24 hours of Review 1 by Account

All team members must review Contact Report and reply with any changes or additions within 24 hours of receiving the Contact Report (unless otherwise identified in timeline)

Brand Awareness

Purpose
Digital Process Steps
Project Initiation
Discovery
Discovery: SOW, Estimate & Timeline
Discovery: Creative Brief
Design
Design: Concept Review
Design: Creative Review 1
Design: Creative Review 2
Design: Creative Review 3 (Legal)
Development
Deployment
Post-Launch

The goal of this round is to present layouts and copy, including changes to address comments gathered during Creative Review 1

Attendees include:

CoE

Brand Manager

Creative Team

Account and PM

DLT as necessary

Brand Awareness

Purpose
Digital Process Steps
Project Initiation
Discovery
Discovery: SOW, Estimate & Timeline
Discovery: Creative Brief
Design
Design: Concept Review
Design: Creative Review 1
Design: Creative Review 2
Design: Creative Review 3 (Legal)
Development
Deployment
Post-Launch

Outcome:

Comments to be documented and delivered in contact report within 24 hours of Review 2 by Account

All team members must review Contact Report and reply with any changes or additions within 24 hours of receiving the Contact Report (unless otherwise identified in timeline)

Note:

This is the last opportunity for Brand and CoE new inputs

The goal of this round is to provide layouts and copy to legal for input and approval, including any revisions from Review 2

Account to deliver layouts and copy deck to CoE for circulation to Legal (PDF format)

CoE to circulate for Legal inputs and deliver to Account

Account to share with team for final revisions

With legal revisions incorporate, the layouts and copy are considered final

PM to post layouts, copy and supporting assets to server

At this point all creative is locked.

Brand Awareness

Purpose
Digital Process Steps
Project Initiation
Discovery
Discovery: SOW, Estimate & Timeline
Discovery: Creative Brief
Design
Design: Concept Review
Design: Creative Review 1
Design: Creative Review 2
Design: Creative Review 3 (Legal)
Development
Deployment
Post-Launch

Brand Awareness

Purpose
Digital Process Steps
Project Initiation
Discovery
Discovery: SOW, Estimate & Timeline
Discovery: Creative Brief
Design
Design: Concept Review
Design: Creative Review 1
Design: Creative Review 2
Design: Creative Review 3 (Legal)
Development
Deployment
Post-Launch

Technical Requirements

PM to initiate Tech Requirements, working with Technical Director to develop

AM to set up Tech Requirements meeting with CoE and Brand manager, to be presented by PM and Tech Director

Revisions as necessary

Approval of Tech Requirements

Development

Development Review

Account to set up meeting for team to review development

Account to document feedback and send out in Contact Report within 24 hours of meeting

Team to respond with changes or additional inputs within 24 hours (unless otherwise specified by timeline)

Note: IA, layout or copy comments received during development may impact cost and timing

Team to revise development as needed

Account to gain final approval of development from client

Quality Assurance and Proofreading

PM to develop QA and Proofreading documents for handoff

Allocated resources to QA and Proofread

Final revisions to assets

Launch

Closing Job

PM to develop final estimate

Account to deliver final estimate for client approval

Approved final estimate delivered to finance for billing

Brand Awareness

Purpose
Digital Process Steps
Project Initiation
Discovery
Discovery: SOW, Estimate & Timeline
Discovery: Creative Brief
Design
Design: Concept Review
Design: Creative Review 1
Design: Creative Review 2
Design: Creative Review 3 (Legal)
Development
Deployment
Post-Launch

Measurement

Develop and deliver measurement reports and analytics as agreed to up on scope

Offer optimization tactics if appropriate

Case Study

Account, PM and Strategy to develop case study for publication and distribution throughout The Design Bureau and Client

Brand Awareness

Purpose
Digital Process Steps
Project Initiation
Discovery
Discovery: SOW, Estimate & Timeline
Discovery: Creative Brief
Design
Design: Concept Review
Design: Creative Review 1
Design: Creative Review 2
Design: Creative Review 3 (Legal)
Development
Deployment
Post-Launch

333 A Caledonia Street
Sausalito, California 94965
www.designbureau.com
carie@designbureau.com
415.302.8439

The Design Bureau makes things to help our clients solve business problems. We develop brands, design logos, brochures, collateral systems, books, Web sites, exhibits – all kinds of printed & digital ephemera for all kinds of clients. We believe in clear, reductive thinking, and in helping our clients say what they mean, without pretense or artifice, and otherwise staying out of the way.

We think a lot about our work. And we tend to write a lot about it: we find that writing about a project, as candidly as possible without the use of profanity, is useful in helping us to clarify and refine our process. We hope it helps you understand it, too; but this is all by way of saying that there's a lot to read here. And there are also plenty of pictures, if that's more to your liking.

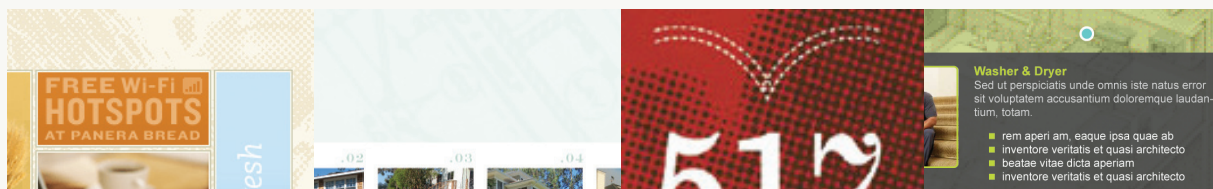


BeAGift.net

SolidGoldRags.com

Teasophy.com

TrimTabs.com



PaneraBreadCo.com

PRCMarin.com

Levis.com

HomeWise.com



MichaelLaMacchia.com

ASmallWorld.net

TheNorthFace.com

Bjorn.com