



Drawing a Line on Quality and Paying For It

Bruce Williams, Senior Director of Development at thunder::tech (US)

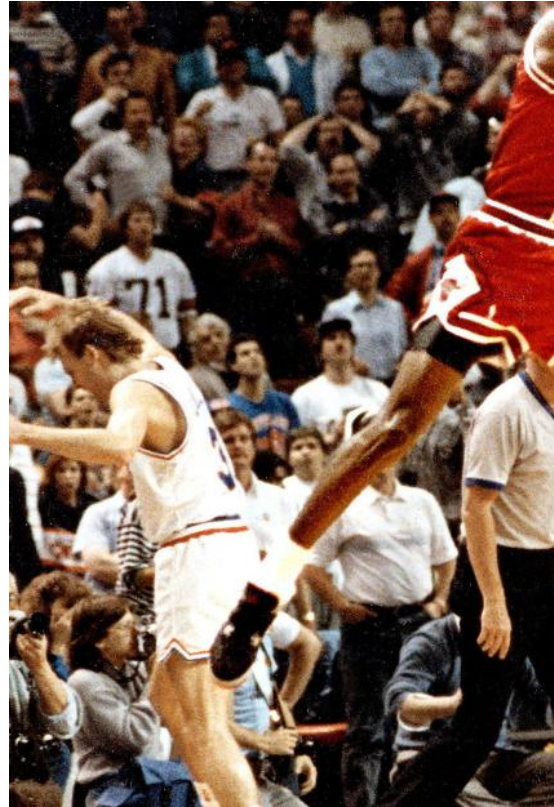
Bruce.williams@thundertech.com [@BrudyWilliams](https://twitter.com/BrudyWilliams) [@thundertech](https://twitter.com/thundertech)

Cleveland

A large, illuminated, white, 3D cursive sign spelling "Cleveland" stands on a grassy hill. In the background, the Cleveland skyline is visible at dusk, with the city lights glowing against a sunset sky of orange and blue. The foreground is a dark, grassy field.



1988
"The Fumble"



1989
"The Shot"



1997
"The Choke"



n James says he will join the Heat

2010
"The Decision"



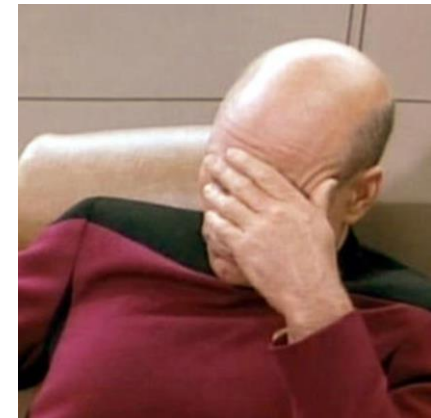
...building websites like it's 1999....

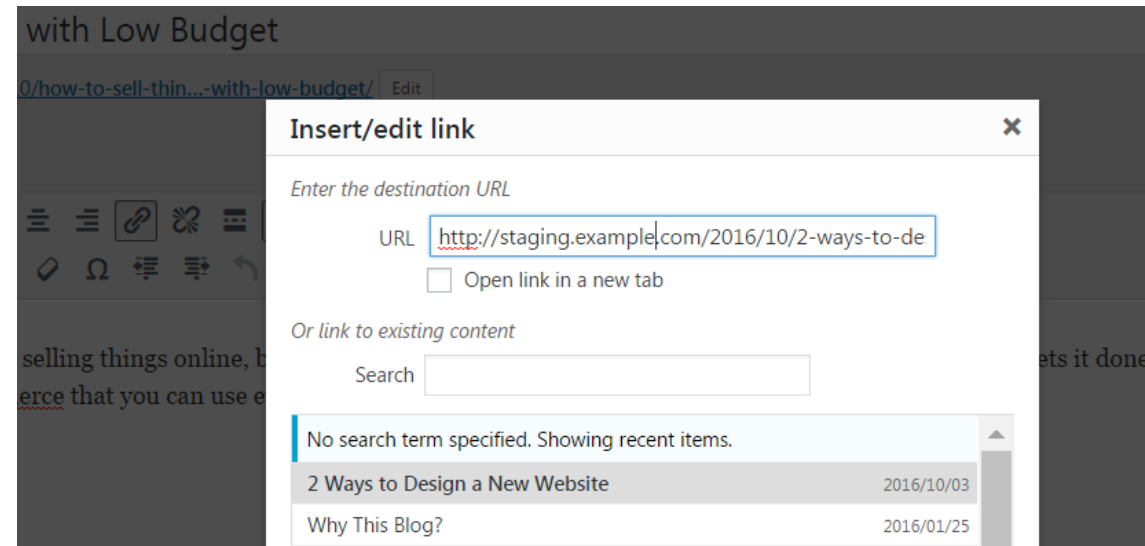
1. Sitemap
2. Design Comps
3. Front-end Dev
4. App Dev
5. Launch



Failing Example #1:

- Local B2C retail company
- Good looking site
- Wordpress
- Staging URLs embedded in content
- SEO = not good



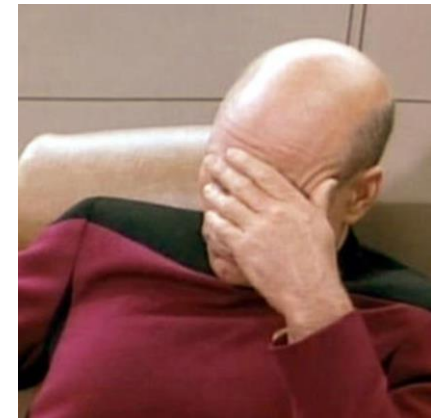


```
<p>  
  <a href="http://polaris.thunder-stage2.com/connect/alumni">Alumni Services</a>  
</p>
```

```
<p>  
  <a href="http://www.polaris.com/connect/alumni">Alumni Services</a>  
</p>
```


Failing Example #2

- B2B services company
- Good looking responsive site
- Project went well
- Contact form for leads
- Exchange Server Bounces Emails
- SMTP Relay Blacklists Sends
- No one notices



Default SMTP server

SMTP server: ?SMTP server user: ?SMTP server password: ?Use SSL: ?

Additional SMTP servers: You can specify more SMTP servers with advanced settings in the SMTP servers application. ?

New record

Select displayed fields

Actions	ContactUsID	Form inserted	Form updated	First name	Last name	E-mail	Phone number	Your message
...	1	2/21/2014 2:12:12 PM	2/21/2014 2:12:12 PM	Brad	Summers	brad.summers@example.com	(123) 456-7890	Hi, I'm contacting you to find out if this form works.
...	2	2/21/2014 2:13:08 PM	2/21/2014 2:13:08 PM	Sheryl	Cox	sherylc@example.com	(987) 654-3210	Hi, I'd like to request your latest catalog. Thanks!
...	3	2/21/2014 2:13:37 PM	2/21/2014 2:13:37 PM	David	Silver	david.silver@example.com	(566) 545-4863	Hey, your website rocks!
...	4	2/21/2014 2:14:06 PM	2/21/2014 2:14:06 PM	John	Smith	smith@example.com	(555) 666-7777	Hello, please get back to me as soon as possible.

bruce williams

Activity Feed



TYPE

CATEGORY

TIME

- Block matt.thiesler@thundertech.com
- Block matt.thiesler@thundertech.com
- Block matt.thiesler@thundertech.com

EMAIL: matt.thiesler@thundertech.com

REASON: 550 5.7.1 <matt.thiesler@thundertech.com>: Relay access denied (GB)

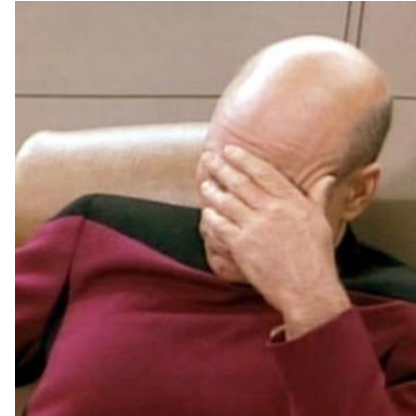
SMTP-ID: <||864qUhSx6Ub96IOBsvKQ@ismtpd0004pllad1.sendgrid.net>

PROCESSED STRING: October 28, 2016 - 07:34:05 AM

MSGID: ||864qUhSx6Ub96IOBsvKQ.filter0555p1mdw1-26997-58133795-D.2

Failing Example #3

- Early 2000s
- Lab testing services company
- Redesign site
- Design put in 'placeholder' contact info
- 'Placeholder' phone number never updated at launch
- 'Placeholder' number just happened to be a dirty talk hotline





**New Standards. New Systems.
New Expectations.**

"94% of problems in
business are systems
driven and only 6%
are people driven."

—W. Edwards Deming, 1900–1993

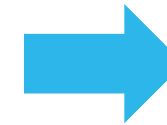
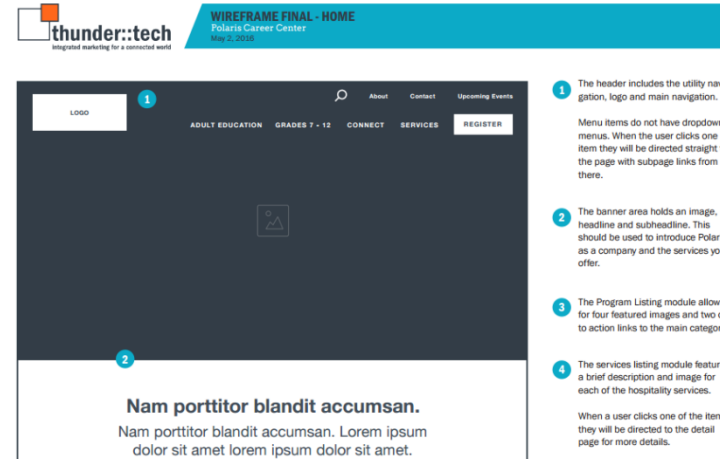
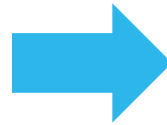
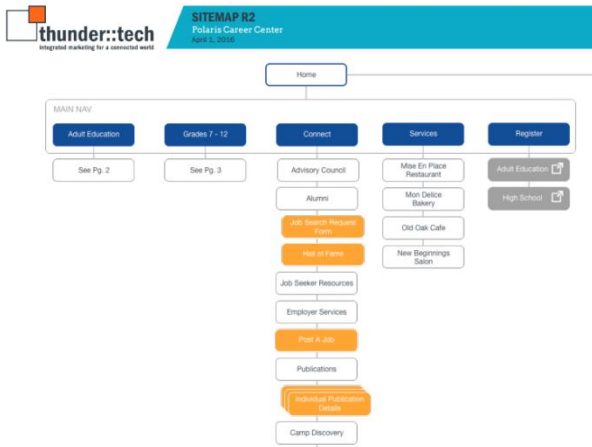
thunder::tech's Web Design System

1. Sitemap / Information
Architecture and User Flow
2. Wireframes / Content Strategy
3. Creative Style Boards and
Comps
4. Front-end Development
5. Application Development
(CMS Install)
6. Content Install
7. Training
8. BETA
9. QA
10. Launch
11. Support Hand-Off
12. Ongoing Support

Sitemap & Wireframes & Content Strategy

- How do we structure sites to align both user and business needs?
- How do we optimize the content creation and effectiveness?
- How do we incorporate exploration and more freedom in layouts and experiences?

Sitemap & Wireframes & Content Strategy



Sitemap & Wireframes & Content Strategy

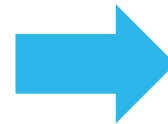
GatherContent Hiram College

Overview Content **Templates** Files Calendar Content Map People Workflow Connect & Export

Templates (13) [Create new](#)

Import

Name	Active on	Last updated
Home Page	1 item	19 hours ago by Madeline
Intra-site Link	20 items	4 days ago by Madeline
Faculty & Staff Listing Page	20 items	6 days ago by Madeline
Blog Listing Page	4 items	6 days ago by Madeline
Off-site Link	19 items	6 days ago by Madeline
Academic Program Page	10 items	8 days ago by Madeline
Event Listing Page	6 items	19 days ago by Madeline
Basic Page	603 items	20 days ago by Madeline
Not a Page	1 item	20 days ago by Madeline
Academics Overview Page	1 item	a month ago by Madeline
Major or Minor Detail Page	66 items	a month ago by Madeline
To Be Finalized	8 items	2 months ago by Madeline
Majors & Minors Listing Page	8 items	2 months ago by Madeline



Content Hiram College

Item name

Name

e.g. Article title, web page name [Add multiple items at once](#)

Does this item have a parent? (optional)

Choose a Template

You can apply a custom template to newly created items or choose to start them from a blank slate.

Blank item
This item will have no structure

Home Page on September 14, 2016
This template is only used for the Home Page.

Intra-site Link on September 19, 2016
This is not an actual template or page, but rather this represents a link to a page on this website.

Faculty & Staff Listing Page on September 19, 2016
This page type is used for listing Faculty or Staff.

More templates

More templates

- Blog Listing Page — This page type is used for listing blog ...
- Off-site Link — This is not an actual template or page, ...
- Academic Program Page — This page type is for all Academic Progr...
- Event Listing Page — This page type is used for listing event...
- Basic Page — This page type offers almost every modul...
- Not a Page — This is not a template and this is not a...
- Academics Overview Page — This page type is only used to create th...
- Major or Minor Detail Page — This page type is used for all majors an...
- To Be Finalized — This is not an actual page type, but rat...
- Majors & Minors Listing Page — This page type is used for all majors & ...

Creative Style Boards

- How do we give our FE team flexibility to fill in the gaps?
- How do we separate usability needs vs. design theory?
- How do we get at the heart of a digital style without going through countless revisions of static comps?

Creative Style Boards



EXAMPLE OF A HEADLINE

This is an example of a subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin volutpat semper tellus, nec elementum ipsum volutpat et. Morbi varius odio vitae commodo fringilla, nulla facilisi. Nullam aliquam, libero ac ornare por. Omnit liqui coreiciet, velectur alit.

BUTTON STYLE »

THIS IS A TEXT LINK »



THIS IS A HEADLINE

this is an example of a subhead

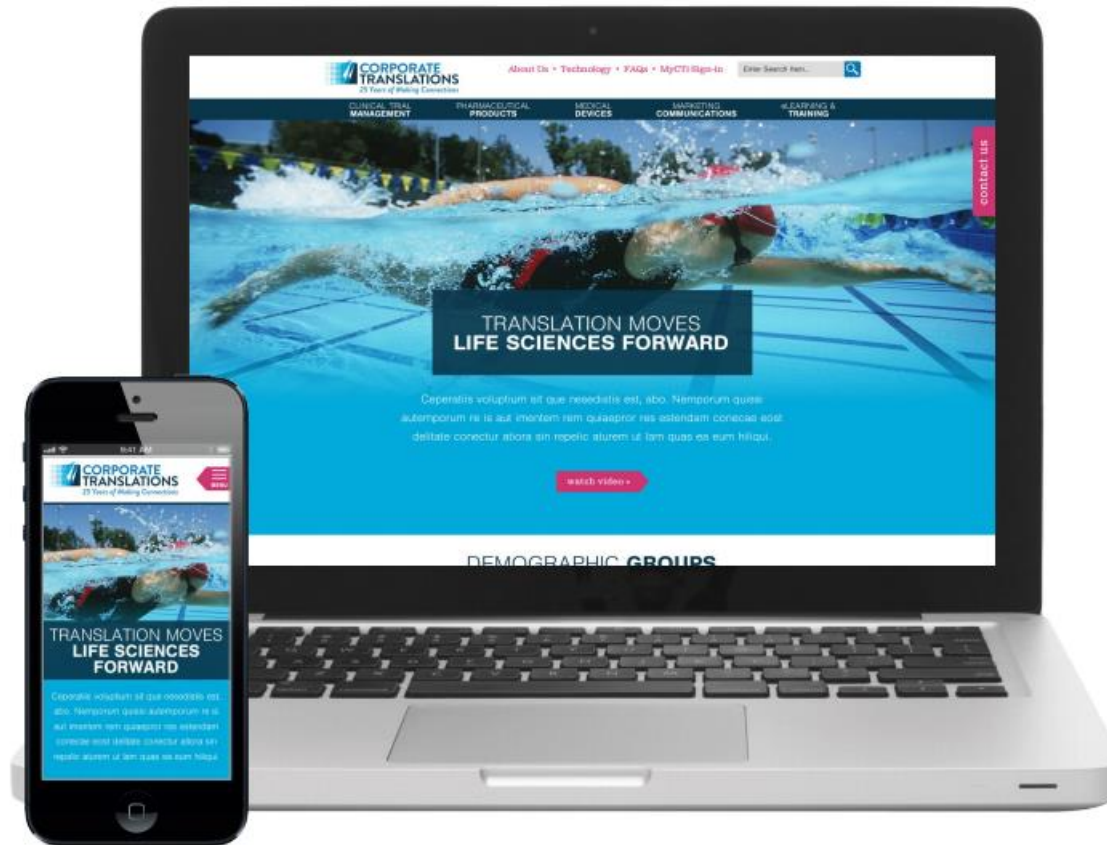
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin volutpat semper tellus, nec elementum ipsum volutpat et. Morbi varius odio vitae commodo fringilla, nulla facilisi. Nullam aliquam, libero ac ornare por. Omnit liqui coreiciet, velectur alit.

button style »

this is a text link »

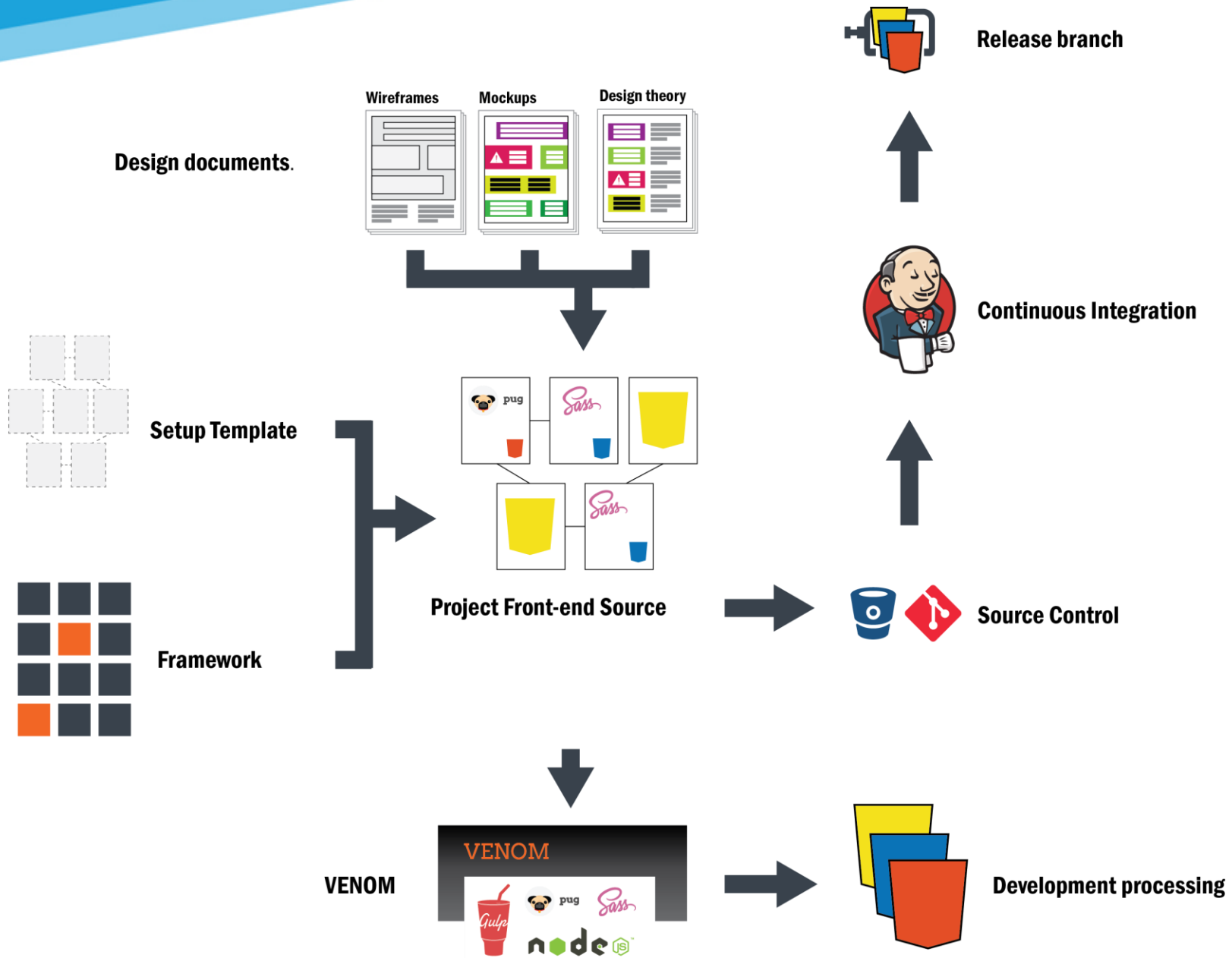


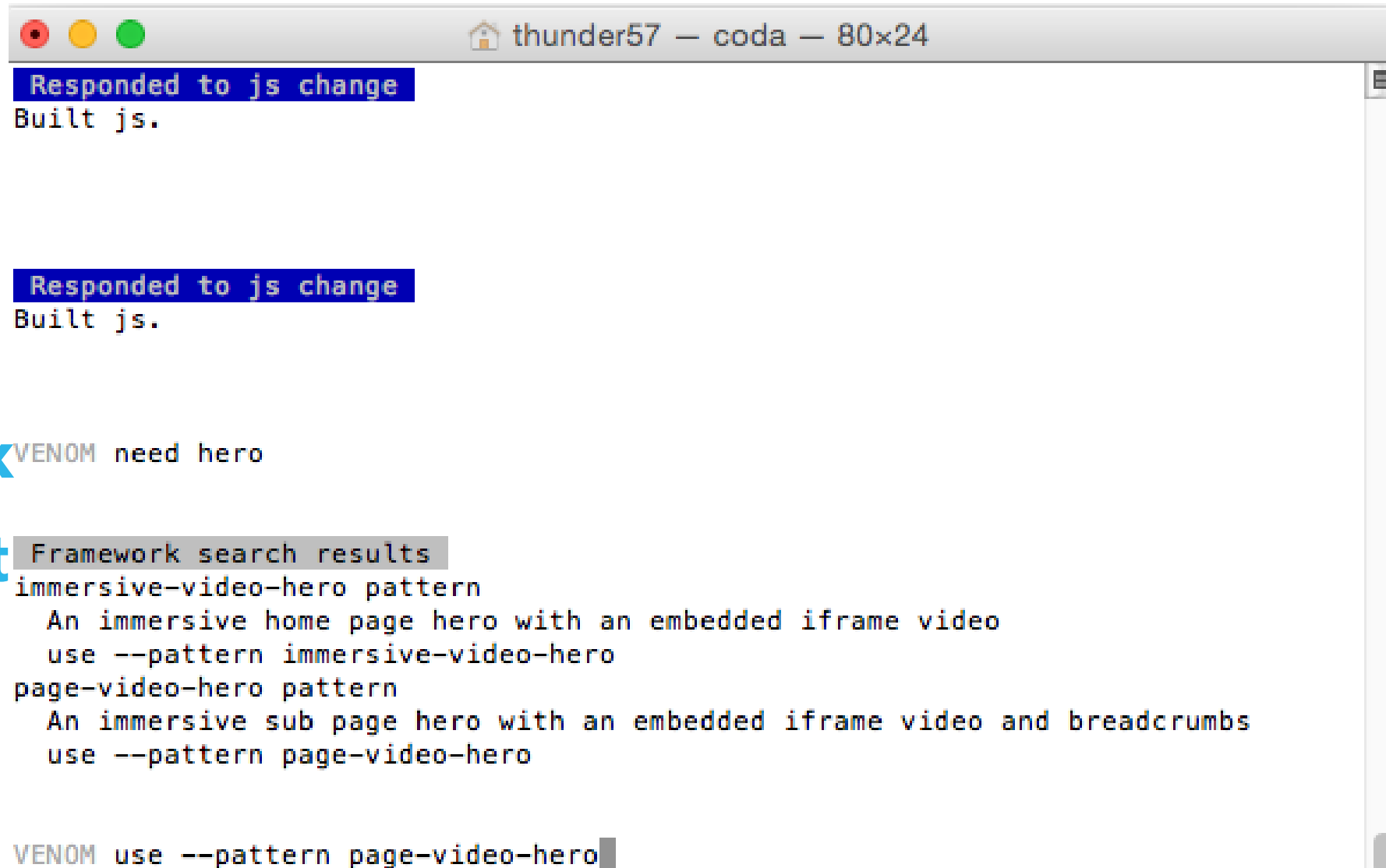
Creative Style Boards



Front-end Development

- How do we build HTML, CSS, JS from designs that are so freely created?
- How can we stay on budget and calendar?
- Where / how do we test our templates?





```
thunder57 — coda — 80x24
Responded to js change
Built js.

Responded to js change
Built js.

VENOM use --pattern page-video-hero
```

1. Ask `VENOM need hero`

2. Get `Framework search results`
`immersive-video-hero pattern`
An immersive home page hero with an embedded iframe video
use `--pattern immersive-video-hero`
`page-video-hero pattern`
An immersive sub page hero with an embedded iframe video and breadcrumbs
use `--pattern page-video-hero`

```
1  -
2  videoPageVideoHeroSection = {
3    hasVideo: true
4  };
5
6  imagePageVideoHeroSection = {
7    hasVideo: false
8  };
9
10 mixin page-hero-section-content-area( content )
11   div.page-hero-section-content-area
12     div.large-center-margin-wrap
13       h2.h2= content.title
14       +breadcrumb-snippet(content, defaultBreadcrumbSnippet)
15
16 mixin page-hero-section( content, options )
17   section.page-hero-section(data-module-id='page-hero-section')&attributes(attributes)
18   if options.hasVideo
19     <!--[if lte IE 8]><div class="page-hero-section-image-area" data-image-src="#{conte
20     <!--[if gt IE 8]><!-->
21     div.page-hero-section-video-area(data-image-src=content.image)
22       div.page-hero-section-video-position
23         div.page-hero-section-video(data-property="{videoURL:'" + content.video + "',containr
24     <!-- <![endif]-->
25     +page-hero-section-content-area( content )
26   else
27     div.page-hero-section-image-area(data-image-src=content.image)
28     +page-hero-section-content-area( content )
29
```

```
1 @mixin page-hero-height {
2   @include width-up ( $medium-large-viewport ) {
3     height: 15em;
4   }
5 }
6
7 .page-hero-section {
8   position: relative;
9   overflow: hidden;
10 }
11
12 .page-hero-section-image-area {
13   background-size: cover;
14   background-position: center;
15   @include page-hero-height;
16 }
17
18 .page-hero-section-video-area {
19   position: relative;
20   background-size: cover;
21   background-position: center;
22   @include page-hero-height;
23   &:after {
24     content: "";
25     position: absolute;
26     left: 0;
27     width: 100%;
28     height: 100%;
29     top: 0;
```



```
19 <body>
20   <form class="overflow-wrap">
21     <div class="transform-wrap">
22       <section class="page-hero-section" data-module-id="page-hero-section"><!--[if lte IE 8]><div class="page-hero-section-image-area" data-image-src="./content/copy-
image.gif"></div><![endif]-->
23 <!--[if gt IE 8]><!-->
24     <div class="page-hero-section-video-area" data-image-src="./content/copy-image.gif">
25       <div class="page-hero-section-video-position">
26         <div class="page-hero-section-video" data-property="{videoURL:'tsi9-oiQMEw',containment:'self', showControls:false, autoPlay:true, loop:true, mute:true, startAt:0,
opacity:1, addRaster:false, quality:'default'}"></div>
27       </div><!-- <![endif]-->
28     <div class="page-hero-section-content-area">
29       <div class="large-center-margin-wrap">
30         <h2 class="h2">Lorem ipsum dolor sit amet consectetur adsciping elit</h2>
31         <div class="breadcrumb-snippet">
32           <ul class="breadcrumb-list">
33             <li><a class="breadcrumb-link" href="/home">Home</a>
34             </li>
35             <li><a class="breadcrumb-link" href="/products">Products</a>
36             </li>
37             <li><a class="breadcrumb-link" href="/widgets">Widgets</a>
38             </li>
39           </ul>
40         </div>
41       </div>
42     </div>
43   </div>
44 </section>
45 </div>
46 </form>
```

Front-end Development



Application Development (CMS Install)

- How do we tailor the CMS experience to accommodate the design and varied structured data?
- How do we sync the FE and App Dev teams?
- Where can we reuse code and build in best practices?

Application Development (CMS Install)



thunder::tech **dash** logged in as: admin
11/22/2010 1:11:27 PM
TACC v5.3.3

Dash Site Security Library Plugins Help Log Off

SEARCH:

Welcome, Jerome!

Here on your dashboard, you'll find everything you need to edit your site.

Edit Your Site

Create A Content Record
Content records are place holders for content that are ultimately tied to the Site Map. Content records can be archived and restored to prior versions at any time.

List View
View all of your current approved content records here. It lists all approved content records with corresponding authors, approved times and content record name.

Map View
Manage your site's structure. In real-time, add and edit sections and pages belonging to your site's navigation.

Search
Search all of the current approved content records of your site in order to manage or edit them.

Pending Content Records
View all of your current pending content records awaiting approval

Declined Content Records
View all of the previously declined content records.

Security

Manage Users
Manage who can log in to and use your content management system. Specify permissions from roles down to content record level. Add, edit and delete users at will.

Manage Roles
Use roles to group users with similar permissions together. Specify which roles have specific system and content record permissions.

Library

Manage Library
Manage your entire online media library from one interface. You have the ability to create folders, upload documents, move files/folders and delete them as well.

Need help? Check out these pages:

FAQ
Reference our list of FAQs to help you with any questions you may have while using your content management system.

Support
Submit a support ticket to us if you need to change content or organization of your templates or if you have found an error or bug with the system.

Application Development (CMS Install)



```
]namespace KenticoFramework.bo.page
{
]   public class KenticoMasterPage : TemplateMasterPage
   {
       public enum REQUEST_TYPE { NORMAL, SECURE };

       public KenticoMasterPage()
]       : base()
       {
           this.Properties = new BasePage(DocumentContext.CurrentDocument, "", "", "");
           AddQueryStringToCanonical = false;
       }
]       /// <summary>
       /// Initializes a Master page. This should be all that is called. Adds Canonical, Open Graph Tags and Regis
       /// Setting request type to SECURE will force canontical to be https at all times.
       /// </summary>
       /// <param name="overrideDomain"></param>
]       public void InitPage(REQUEST_TYPE request = REQUEST_TYPE.NORMAL, string overrideDomain = null)
       {

           string url = bll.DocumentHelper.GetCanonicalURL(DocumentContext.CurrentDocument ,overrideDomain, request
           string query = AddQueryStringToCanonical ? ValidationHelper.GetString(GetQueryString(), "") : "";
           AddOpenGraphToHeader(url, overrideDomain, request == REQUEST_TYPE.SECURE);
           AddCanonicalTagToHeader(string.IsNullOrEmpty(CanonicalOverride) ? (url + query) : CanonicalOverride);
           AddMetaLinkToHeader("http-equiv", "content-type", "text/html");
           AddMetaLinkToHeader("name", "description", Properties.MetaDescription);
           CMS.Helpers.ScriptHelper.RegisterJQuery(this.Page);
       }
]
```

Rules

View all redirects

Add Rewrite Rules

Excluded Paths

Active Rules

Actions	Old URL
Delete	/Ever%20wonder%20what%20techniques%20the%20Chefs%20Garden%20uses%20to%20grow%20the%20best%2
Delete	/index.php/archive-2010
Delete	/index.php/blog/4-on-the-farm/whats-growing?limitstart=0
Delete	/index.php/herbs-2/4-on-the-farm/whats-growing
Delete	/index.php/in-season-at-the-chefs-garden/all-products/14-herbs/detail/1265-herbs-cardamom-shoots?tmpl=com
Delete	/index.php/in-season-at-the-chefs-garden/all-products/14-herbs/detail/1565-sage-sampler?tmpl=component
Delete	/index.php/in-season-at-the-chefs-garden/all-products/14-herbs/detail/910-chocolate-mint-herbs-chefs-garden?m
Delete	/index.php/in-season-at-the-chefs-garden/all-products/14-herbs/detail/925-golden-sage-herbs-chefs-garden
Delete	/index.php/in-season-at-the-chefs-garden/all-products/14-herbs/detail/936-lucky-clover-herbs-chefs-garden?mp
Delete	/index.php/in-season-at-the-chefs-garden/all-products/14-herbs/detail/952-samphire-aka-sea-fennel-herbs-chefs
Delete	/index.php/in-season-at-the-chefs-garden/all-products/16-lettuce-greens/detail/1130-wasabi-mustard?phocaslide
Delete	/index.php/in-season-at-the-chefs-garden/all-products/16-lettuce-greens/detail/1130-wasabi-mustard?tmpl=com
Delete	/index.php/in-season-at-the-chefs-garden/all-products/16-lettuce-greens/detail/1130-wasabi-mustard?tmpl=com
Delete	/index.php/in-season-at-the-chefs-garden/all-products/16-lettuce-greens/detail/1132-bowtie-arugula-greens
Delete	/index.php/in-season-at-the-chefs-garden/all-products/16-lettuce-greens/detail/1132-bowtie-arugula-greens?phc
Delete	/index.php/in-season-at-the-chefs-garden/all-products/16-lettuce-greens/detail/1132-bowtie-arugula-greens?tmr
Delete	/index.php/in-season-at-the-chefs-garden/all-products/16-lettuce-greens/detail/1132-bowtie-arugula-greens?tmr

Clear All

Export All

```

7 using System.Data.SqlClient;
8 using System.Linq;
9 using System.Text;
10 using System.Threading.Tasks;
11 using System.Web;
12
13 namespace KenticoRedirection
14 {
15     public class URLRedirection : IHttpModule
16     {
17         public void Dispose()
18         {
19         }
20
21         public void Init(HttpApplication context)
22         {
23             context.BeginRequest += ExecuteCustomRedirects;
24         }
25
26         private static void ExecuteCustomRedirects(object sender, EventArgs e)
27         {
28
29
30             /*
31              * NEED TO ADD VALIDATION TO MAKE SURE THAT WE DON'T ALLOW THE USER TO CREATE INFINITE
32              * NEED TO ADD A FIELD FOR "DOMAIN" AND FORCE A VALIDATION CHECK ON THAT PART OF THE F
33              */
34             try
35             {
36                 var customRedirect = FindRedirectByOldURL(CMSHttpContext.Current.Request);
37
38                 if (customRedirect != null)
39                     customRedirect.ExecuteRedirect();
40             }
41             catch (Exception) { }
42         }

```


QA

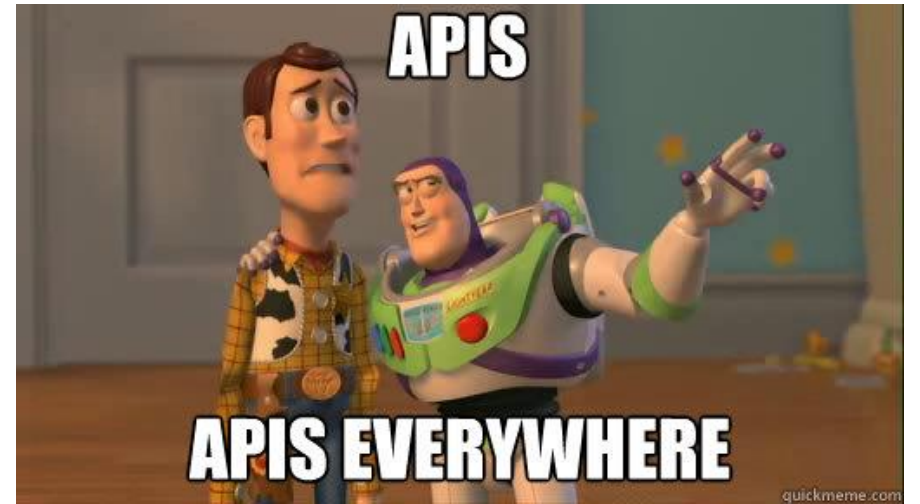
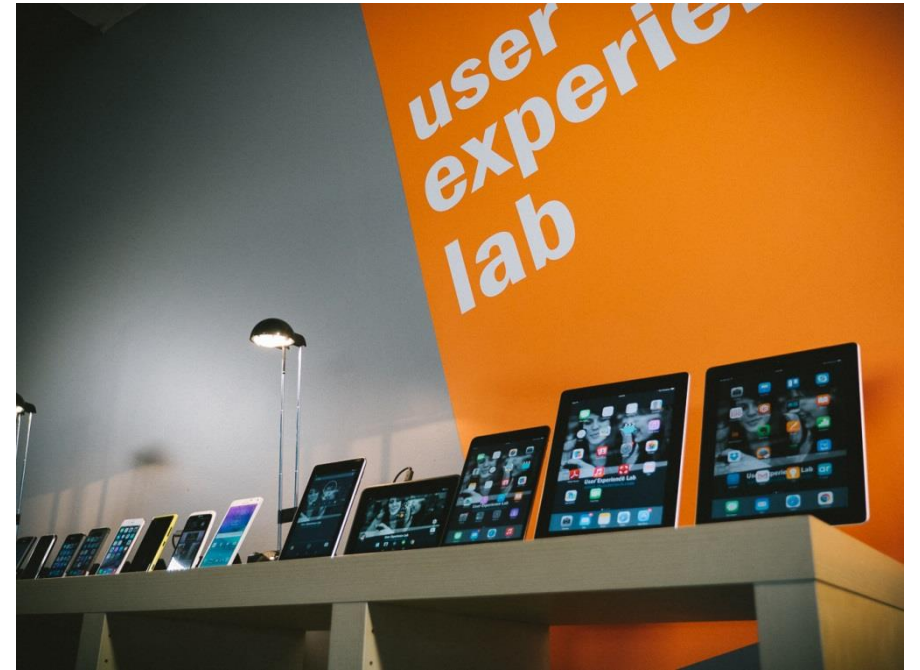
- What do we need to check before launch?
- What do we check after launch?
- How do we publish effectively, consistently, across a wide team and to scale?
- How do we balance testing and cost?

QA




Site24x7

Screeamingfrog



Hosting ToDos

- Site 24x7 monitor added for production domain
- server / site backups are enabled
- SQL Maintenance plan setup, enabled, tested
- Schedule out DNS changes with client
- Legacy site copied for historical reference (HTTrack)
- staging site setup on thunder-stage and the db/files are in sync with live
- 

Multiple SMTP server
- credentials for email / smtp relay

Add a card...

General Site ToDos

- All links, images, fonts, resources working
- Custom 404 page
- Custom 500 page
- Custom favicon exists
- Creative review
- Content review by App Dev
- Cross browser testing
- Contact forms working
- Open Graph tags installed and validate
- Cross site scripting (XSS) check
- W3C - generate report
- Cache breaker exists for all cache-able page items (JS, CSS)

Add a card...

SEO Related ToDos

- robots.txt declared
- Google Analytics installed
- sitemap.xml exists and is declared in robots.txt
- perform google site search and check for any URIs are reference the staging URL
- META author tag is removed
- Prevent duplicate H1's / single item category pages

Add a card...

Kentico Specific ToDos

- Rebuild site search index
- Production license installed for production domain
- Site aliases added for production domain and any other domains that resolve to the site
- blog - tag group setup within Kentico
- all heavy database calls are cache
- cache keys are unique
- cache is cleared when a custom table item is edited
- cache is cleared when a document item is edited
- extension-less urls
- DLLs should be compiled in release mode
- add apostrophe into illegal url characters (settings)
- change web.config to

Add a card...

Kentico 8.1+

- change to web.config to enable toolbar in wysiwyg
- Feb 13, 2015

Add a card...

IIS/Windows Specific ToDos

- IIS site bindings added
- get list of production domains
- 301 redirect module / url rewrite installed

Add a card...

Content review by App Dev

in list [General Site ToDos](#)

[Edit the description...](#)

Issues to look for

0% placeholder content (lorem ipsum)
 fake phone numbers
 test CTA links - linking off to google
 test contact form email recipient

[Delete...](#)

Add an item...

Actionable items

0% call all phone numbers on the site to confirm they are valid
 click all email (mailto:) links, enter a test message ("Please respond back to data@thundertech.com if you recieve this email")

[Delete...](#)

Add

- Members
- Labels
- Checklist
- Due Date
- Attachment

Actions

- Move
- Copy
- Subscribe


change to web.config to enable toolbar in wysiwyg

in list [Kentico 8.1+](#)

Labels **COMPLETE** + Due Date **Feb 13, 2015 at 12:00 PM (past due)**

Description [Edit](#)
<add key="CKEditor:DefaultToolbarSet" value="Full" />

Add Comment

 Write a comment...

[Send](#)

[Activity](#) [Hide Details](#)

Add

- Members
- Labels
- Checklist
- Due Date
- Attachment

Actions

- Move
- Copy
- Subscribe
- Archive

[Share and more...](#)

<input type="text"/>	Provider <input type="text" value="All"/>	Product <input type="text" value="All"/>	Location <input type="text" value="All"/>	30 Day Warranty <input type="text" value="All"/>	Site Monitoring <input type="text" value="All"/>
----------------------	--	---	--	---	---

Company	Provider	Product	Location	30 Day Warranty	Site Monitoring
Youth Opportunities Unlimited	Rackspace	Cloud Site	ORD	Active - Pending Launch	Not Enabled
HealthPro Rehabilitation	Client Hosted	Windows 2012	On-site / In-office	Active - Pending Launch	Enabled - Pending Launch (30
Cleveland City Council	Rackspace	Cloud Server - Windows 2012	Chicago (ORD)	No Warranty	Not Enabled
Nelsen Corporation	Rackspace	Cloud Server - Windows 2012	Chicago (ORD)	Expired 137 day(s) ago	Enabled (30 mins)
Universal Oil	Rackspace	Cloud Server - Windows 2012	Chicago (ORD)	Expired 130 day(s) ago	Enabled (30 mins)
Group Plan Commission	Rackspace	Cloud Server - Windows 2012	Chicago (ORD)	Expired 32 day(s) ago	Enabled (30 mins)
Team Wendy	Rackspace	Cloud Server - Windows 2012	Chicago (ORD)	Expired 42 day(s) ago	Enabled (30 mins)
Lube Stop, The	Rackspace	Cloud Server - Windows 2012	Chicago (ORD)	Expired 7 day(s) ago	Not Enabled

```
public static MonitorInfo CreateMonitor(CreateMonitorInfo monitor)
{
    List<RestSharp.Parameter> requestParams = new List<Parameter>();
    requestParams.Add(new Parameter() { Value = Newtonsoft.Json.JsonConvert.SerializeObject(monitor,

var mResponse = RESTAPI.BasicPostRequest("/api/monitors", requestParams);

var response = Newtonsoft.Json.JsonConvert.DeserializeObject<BaseResponseInfo<MonitorInfo>>(mRes

if (response == null) throw new Exception("Response was null");
if (response.code != 0) throw new Exception(string.Format("{0} [{1}]", response.message, respons

return response.data;
}
```

Application Site Monitoring Summary

Service / Website	Status	Performance (Last 1 hr)	Downtime Details	
			00:00	04:00 08:00 12:00 16:00 20:00
1. A.F. Goldenbogen Compa...	↑	276 ms		
2. Adams Lynch site - htt...	↑	312 ms		
3. Adoption Network Site ...	↑	535 ms		
4. AdvancedEPM - http://v...	↑	916 ms		
5. Akron STEM site - http...	↑	606 ms		
6. ALMA - http://www.alma...	↑	1,041 ms		
7. American Psycho - http...	↑	767 ms		
8. Andrews Mobility GTM -...	↑	466 ms		
9. ATCO - http://www.atco...	↑	2,627 ms		
10. BeechBrook Site - http...	↑	1,252 ms		
11. Bob Weber Site - http...	↑	407 ms		
12. Bottle Solutions Corpo...	↑	686 ms		
13. CCC facilities develop...	↑	526 ms		
14. Chefs Garden - http://...	↑	1,062 ms		
15. City of Strongsville S...	↑	323 ms		
16. Clear Process Solution...	↑	467 ms		
17. Cleveland Beer Week Si...	↑	338 ms		
18. Cleveland City Council...	↑	1,100 ms		

Post Mortems (dark, right?)

- Internal, honest reviews of projects after completion
- Talk through trouble
- Talk through success
- What was learned? What are outliers?
- What should be rolled into process?
- Code takeaways for framework?
- Handle the critic's math

Critic's Math:

1 insult + 1,000 compliments = 1 insult.





Shut up and take my money!

How to present it



- We started to achieve consistency and ability to forecast effort
- Communicate and market the process
- Align and explain expectations with client and production
- Flexibility with modifiers (ADA, 508)
- Routinely review and audit
- Cost + Time
- Costs less to do it right
- Platform 3rd party + service

Tasks	Hours	Description	Tasks w/o modifiers	Hours	Description
Templates			Config / Chores		
homepage	6		success manual creation (support)	2	
1 column subpage	2		success manual copyediting (comms)	1	
2 column subpage	2		staging site config	1	
			production site config / migration	1	
			QA Checklist (app dev)	2	
			QA Checklist (seo)	2	
Navigation			Meetings		
Top Navigation	2		Client Kick off	2	
Breadcrumbs	2		Pre Kick off	1	
Sidebar Navigation	2		Post Kick off	1	
Footer Navigation	2		App Dev Review	1	
			Beta review w/ client	2	
			301 redirects (seo)	0	1 hr per 100 pag
			Client Training	2	
Blog			Site Compliance		
full page listing	3		Subtotal (hours)	18	

Where else can this apply?

- Content Marketing
- Email Marketing
- App Development
- Web Design
- CRM
- Ecommerce
- Social Media
- Blackjack

Takeaways

Define your steps to quality

Leverage tech and tools to support steps

Regularly incorporate feedback


See success









thunder::tech

integrated marketing for a connected world



**WELL-BALANCED
CLIENT PORTFOLIO**

**B2C, B2B
GOVERNMENT
AND NON-PROFIT**



ALL MARKETING SERVICES

RESIDE IN-HOUSE
FROM A SKILLED TEAM OF 50+ EMPLOYEES



55+ KENTICO WEBSITES
LAUNCHED IN THE PAST 2 YEARS

6x
SITE OF THE MONTH

**GOLD PARTNER
- SINCE -
2012**