THE PANNOS PROCESS:
Steps to Website Success

PLANNING
~10 WEEKS

Discovery

Think It Through:
What do you want to see on your new website?

Existing:
Housekeeping and inventory, which products/services are outdated and which ones need to be carried over.

Sitemap

Proposed New:
Now that we've taken inventory of your old site, we create blueprints for your new site.

Wireframes

Create A Strong Foundation:
Think mobile, so your site translates seamlessly on all platforms like desktops, tablets and phones.

CREATIVE
~6 WEEKS

Style Matters:
What do you want to say, and how do you want to say it? Think tone, brand and target audience.

Content

Design

Strut Your Stuff:
Show your brand identity through bold and subtle visual design.

Create Your Look:
What photos and icons will represent your brand?

Image Selection

DEVELOPMENT
~12 WEEKS

Program

Crossing The Ts:
Custom site templates are built out, and issues are remediated as they come up.

All Systems Go:
All content has been deployed, tested and is ready for your review.

Review

Launch

Prepare For Take-Off:
Working from a pre-launch checklist, we work out any remaining kinks in the week before your site launches.