WEBSITE DESIGN & DEVELOPMENT

Project Documentation & Client Guide

Document purpose	A practical guide for planning, designing, developing, testing and handing over a professional website.
Prepared for	Website Design & Development Project / Service
Version	1.0

Professional • Responsive • User-friendly • Secure

1. Project Overview

This document describes a standard process for creating a modern website that represents a business, service, personal brand or online store. The final scope should be confirmed with the client before work begins.

Project goals

- Create a clean, attractive and consistent visual design that supports the website's purpose.
- Make the website responsive across desktop, tablet and mobile devices.
- Provide clear navigation and useful calls to action so visitors can find information easily.
- Build maintainable pages and features, then test them before launch.
- Provide the client with access details and basic instructions after delivery.

2. Website Types & Possible Pages

The exact pages depend on the client's business and package. Common options include:

Website type	Typical pages / features
Business website	Home, About, Services, Portfolio, Contact
Portfolio website	Home, About, Projects, Skills, Contact
Blog / news website	Home, Categories, Article, Search, About, Contact
E-commerce website	Home, Shop, Product, Cart, Checkout, Account, Contact
Landing page	Hero section, Benefits, Features, Testimonials, FAQ, Contact / CTA

3. Design Requirements

- Use a consistent color palette, readable typography, spacing and button styles.
- Keep the layout simple, with clear headings and a visible navigation menu.
- Use high-quality images that the client owns or is licensed to use.
- Design mobile layouts deliberately; do not simply shrink the desktop page.
- Maintain readable contrast, keyboard access and meaningful image alternative text.

4. Development Requirements

- Choose a suitable platform and technology based on the project scope (for example, WordPress, a CMS, or custom development).
- Create reusable page sections and maintain a clear file and content structure.
- Implement forms, search, user accounts, product features or other functions only when included in the agreed scope.
- Use secure authentication and appropriate input validation wherever user data is collected.
- Keep software, themes and plugins updated; remove unused extensions and use trusted sources.

5. Responsive Design & Browser Support

The website should be checked at common screen widths, including mobile phones, tablets and desktop monitors. Test current versions of Chrome, Firefox, Safari and Edge where available. Confirm that menus, images, forms, tables and buttons remain usable on small screens.

6. SEO & Performance Basics

- Give each important page a unique title and useful meta description.
- Use a logical heading structure and descriptive URLs.
- Compress images and use modern formats such as WebP when supported.
- Avoid unnecessary scripts and plugins; enable caching where appropriate.
- Create an XML sitemap and connect analytics or search tools if requested by the client.
- Use HTTPS and check that important pages are indexable.

7. Security & Backups

- Use HTTPS, strong passwords and least-privilege user accounts.
- Keep the CMS, themes, plugins and server software maintained.
- Validate and sanitize submitted data; protect forms against spam.
- Create backups before major updates and agree on a backup schedule.
- Never include passwords, API keys or private credentials in public documentation.

8. Project Workflow

Step	Activity	Expected output
1. Discovery	Discuss goals, audience, pages, features and references.	Approved requirements
2. Planning	Confirm sitemap, content needs, timeline and scope.	Project plan
3. Design	Prepare layout / visual direction and review feedback.	Approved design
4. Development	Build pages, responsive layouts and agreed features.	Working website
5. Testing	Check devices, browsers, links, forms and performance.	Tested release candidate
6. Launch	Connect domain, configure hosting and enable HTTPS.	Live website
7. Handover	Provide access, documentation and agreed support.	Completed handover

9. Client Content & Materials

Before development, the client should provide the materials needed for the agreed scope:

- Business / project name, logo and brand colors (if available).
- Page text, service descriptions, product details and contact information.
- Images, videos and other media with permission to use them.

- Domain and hosting access when setup or deployment is included.
- Examples of websites or design references, plus any required integrations.

10. Testing & Acceptance Checklist

- All agreed pages are present and navigation links work.
- The website displays correctly on mobile, tablet and desktop.
- Forms submit correctly and show useful success / error messages.
- No broken links, missing images or obvious layout issues remain.
- HTTPS is active and the main domain resolves correctly.
- The client has reviewed the website and approved the agreed deliverables.

11. Deliverables & Handover

- Completed website pages and features listed in the approved scope.
- Responsive layout and basic on-page SEO setup, if included.
- Admin access and handover instructions, provided securely.
- Backup or source files only where included in the agreed package.
- A short post-launch support period only if stated in the order or contract.

12. Scope, Revisions & Support

The proposal or order should clearly state the number of pages, included features, delivery estimate, revision allowance, client responsibilities, payment milestones and support period. New pages, major redesigns, paid third-party services, premium licenses, copywriting, hosting and domain fees should be treated as separate items unless explicitly included.

13. Project Information (Fill In)

Project / business name	_____
Website type	_____
Required pages	_____
Required features	_____
Preferred platform	_____
Domain / hosting	_____
Target launch date	_____
Client approval	_____

Note: This is a general project documentation template. Customize the scope, schedule, pricing, legal terms and technical requirements for each client before use.