



# TIPS FOR MAKING A WEB DESIGN PROJECT GO SMOOTHLY

Project Streamlining Tips & Tricks

**BOP DESIGN**®

Missed deadlines, misaligned objectives and lack of communication are just some of the problems that can throw a monkey wrench into the successful implementation of a website. But it doesn't have to be that way.

At Bop Design, we strive to keep projects on track and on budget with thoughtful foresight and planning. Over the course of our 100+ website launches, here are some tips to help keep your project moving forward.

- 1. Condense Feedback.** Try to keep all of your feedback and comments to one email, as much as possible. When feedback is spread out over five or more emails, it becomes more difficult to keep track of everything. Important elements may fall through the cracks.
- 2. Get Consensus Before Giving Feedback.** Make sure everyone on your team is in agreement before sending feedback to Bop Design. Too many differing opinions can confuse and slow the design process.
- 3. Carefully Review the Sitemap.** The sitemap is the spine around which your website will be built. Making edits early in the design process, before the website has been developed, will ensure fewer headaches down the line.
- 4. Ask for Clarification When Necessary.** If you don't understand something, please ask for more information. We want the process to be as clear as possible.
- 5. Finalize All Website Copy Before Development.** Before diving into developing a website, we finalize all copy with clients. This ensures consensus on how the website will communicate your brand and services, as well as limit any risk of human error that comes with tweaking content during development.
- 6. Understand the Deadlines.** Few things are more frustrating than missing a deadline. Set reminders however you best respond to them, whether that's a calendar alert, email reminder or Post-It.
- 7. Keep Everyone in the Loop.** CC important individuals (e.g. your internal team, project manager and creative director) on all emails regarding the project. This ensures that everyone is on the same page and tasks are accomplished in a timely manner.
- 8. Be Specific.** When giving feedback on design, please be as clear and specific as possible. If you can explain why you don't like something (or at least what you don't like about it), we'll be able to give you what you do want. Don't worry, you won't hurt our feelings.
- 9. Keep Decision Makers Consistent From Start to Finish.** Ideally, one person or team on the client side will oversee the project from beginning to end. However, circumstances often dictate otherwise. If a transition has to occur, bring the new decision maker(s) into the project as early as possible so they can be brought up to speed without undue delay. Make sure everyone is aware of the upcoming transition, and clearly define who will be responsible for what once it takes place.

## YOUR WEB DESIGN PROJECT CONTACTS

**Emily VonSydow**

*Project Manager*

Email: [Emily@bopdesign.com](mailto:Emily@bopdesign.com)

Phone: (619) 330-0730 x803

Toll-free: (888) 670-7803 x803

**Kara Jensen**

*Creative Director*

Email: [Kara@bopdesign.com](mailto:Kara@bopdesign.com)

Phone: (619) 330-0730 x802

Toll-free: (888) 670-7803 x802