

About Us:

Our Process

BuzzBoltMEDIA employs an iterative four-step development process for implementing your projects on the web.

eStrategy

The most important aspect of being successful on the web relates to defining your goals and objectives before you invest heavily in your web site. Key to this is establishing up front measures of success, understanding your industry, and creating an appropriate tactical response to your market.

Web Development

BuzzBoltMEDIA designs your site prototype, solicits your feedback, makes changes where appropriate and then obtains your final signoff. Once agreed upon, we implement the functionality of the prototype, then run a series of quality assurance tests to ensure your website meets our rigorous standards. Once final approval has been received, your site moves into the deployment stage.

Deployment

Deploying your site successfully requires ensuring that the hosting environment for your site is compatible with the standards employed by your project. Next, the Domain Name Server (DNS) changes are made to have internet traffic redirect to your new hosting server, effectively launching your site live. After the new changes are live, ongoing maintenance and changes to the existing site can be managed by BuzzBoltMEDIA or your internal staff.

eMarketing

Marketing your site involves all of the activities that drive traffic to your newly launched web site. Keys to success in marketing your site include formulating a marketing strategy, executing upon that plan, and finally evaluating the success of your initiatives. To help with this, we can provide traffic patterns, search engine rankings, source referrals, and other reports. With this information, your initial plan is revisited to see how close the goals are to being accomplished. Breaking your long term web strategy into smaller, more quantifiable projects is our process for ensuring success.

