

A Better System for Building Websites

We begin with proven constraints, adapt them with purpose, build quality into the process, and improve through evidence.

- 01**  **Define the desired customer response**
Specify what visitors should do — and what they must feel, believe, and understand before doing it.
- 02**  **Choose the website template**
Select a structure and design language capable of producing that response.
- 03**  **Adapt the template to the brand**
Apply the visual identity while developing distinctive signals of trust, relevance, and character.
- 04**  **Define and prioritize the pages**
Create the sitemap around customer decisions rather than internal company structure.
- 05**  **Assemble the pages**
Use the template system to establish hierarchy, journeys, calls to action, and content spaces.
- 06**  **Develop and insert the content**
Combine practical information with emotional reassurance, proof, memorable framing, and clear reasons to act.
- 07**  **Configure functionality and quality**
Build forms, integrations, analytics, accessibility, responsiveness, performance, and SEO into the system.
- 08**  **Client approval**
Confirm that the site represents the organization accurately and fulfills the agreed requirements.
- 09**  **Launch and observe**
Publish safely and study how actual customers behave — not merely whether the website works technically.
- 10**  **Improve through PDSA**
Test meaningful behavioral hypotheses, study the results, preserve what works, and update the production standard.

🕒 FEEDS STEP 01 — LEARNING CONTINUES AFTER LAUNCH