

RGC Web Suite Complete and Customized Web Solutions

An RGC web suite is a *live* marketing tool that can be easily adapted to reflect the changing needs of your business strategy. The formula we use for building and maintaining a successful site is:

CONTENT → DESIGN → DEVELOPMENT → SUPPORT → HOSTING → MARKETING

CONTENT

Where does your content come from? Is it developed by you or do you need our assistance in developing it for you? Do you already have content developed but need to have it reviewed and revised by a professional web copy editor?

We offer three different engagement models of content development to fit your budget and situation.

DESIGN

Design supports and strengthens the content of the web site. Design is used as a brand strategy to differentiate you visually from your competition and competing web sites. It reflects the qualities of your organization as well as the qualities that attract your target audience.

DEVELOPMENT

Development is the engine that drives your web site. It provides for all of its functionality, from simple hyperlinks to complex financial transactions.

Technology is continually providing us with new opportunities to enhance our web experience. The sky's the limit and no idea is too far-fetched. Share your ideas with us or let us suggest the best technology solutions to bring your project to life.

SUPPORT

It's important to remember that the web is a live medium, constantly changing. Support is a critical part of ensuring that your web site remains up-to-date and functional. We offer various support packages to fit your budget and resources.

HOSTING

A host is simply a server that contains the files for your web site. Hosting is the whole suite of services that ensure that your web site is available consistently on the web. Our hosting packages are customized around just what you need.

MARKETING

Web marketing begins with content and design. Like any other marketing communication, your web site must be a reflection of your marketing strategy. We build your web site using only the most relevant and effective marketing tools available.

SEM and SEO (search engine marketing and search engine optimization) packages are available to further advance the marketing potential of your web site.

RGC WEB PROCESS

Discovery	Determine client goals, expectations and requirements for project. Upon completion of discovery, present project schedule, creative brief and technical scope brief.
Preparation for Concepting	Receive all information from client needed to develop draft 1 page designs, including text, images, logos, etc.
Concept Development	Develop design concepts for home page and interior page sample. A functional spec sheet will also be developed which will serve as a blueprint for how the site is to be developed.
Presentation of Concepts	Present page concepts and functional spec sheet to client.
Client Review	Client provides feedback on concepts, makes suggestions and/or provides revisions to RGC.
Revisions	RGC makes client design revisions to files and produces new pdf proofs and a revised functional design for final client review and approval.
Client Review and Final Design Approval	Client reviews finalized page designs from RGC and approves. Upon approval, the development process officially begins.
Development	RGC builds out all additional pages for the site in html and completes the development as per approved functional design.
Testing and Debugging in RGC Environment	RGC conducts testing and debugging of site pages in a live browser environment to ensure that the integrity of the design and the functional elements in the design are optimized.
Final Client Review, Testing and Debugging in Client Environment	Upon approval in RGC environment, RGC will present all source files to client. This offline version of the site provides all the functionality of the actual site when launched. Client will implement web site in their environment and will review and approve or provide revisions.
Training	RGC provides training and/or documentation to client personnel on how to manage the site.
Launch	Upon client approval and sufficient testing, a convenient date is scheduled for the launch of the site.
Support	Upon successful launch, RGC will continue to monitor the activity on the site and manage issues if they arise. A variety of ongoing support packages are available.