

# Everything you need to carry out your web project

yeaply



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# Everything you need to carry out your web project

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Implementing a web project can seem like a gargantuan operation. There are a thousand decisions to be made, it involves the coordination of professionals of different profiles and, depending on the project, can last for months, experience delays, etc.

Take a deep breath, relax. You are at the starting point of a project that is as complex as it is exciting. That said, you must be very clear about what you want to achieve with your website to be able to clearly define the project and allocate tasks within a realistic time frame that prevents cost overruns.

To help you plan the development of your web project, we at [Yeeply](#) have prepared this guide for you. This guide will help you at each stage of the process. Leave nothing to chance, and you will see that you will achieve the result you need.

3, 2, 1... Lift off!

***You must be very clear about what you want to achieve with your website in order to clearly define the project.***

# 1. The first steps to creating a website

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As with any other project, to set up a website you must be very clear about **what you need and what you want to achieve with the website**. The planning process should differ according to whether you want to set up an e-commerce site, a [business website](#) or a new online service.

As we said earlier, a web project requires the coordination of professionals of different profiles. As a result, the creation of the website could be **divided into different areas**: design, development and content.

This does not mean that each area works separately, or to a different schedule. Ideally, **all members of the team are involved in each stage** so that they are familiar with all the details of the web project and tasks can be carried out in parallel. Let us see where to start.



## Where to start

### 1. Look for inspiration

Once you are clear about the type of website that is best for you, look for inspiration. To do this, the best thing is to create a mood board with the design team. This mood board will contain images, texts and [colours that are appropriate according to what you want to convey](#) to your clients with the website.

This mood board will **produce the initial outline and wireframes**, which will determine how users will browse on your website: how the menus will be set out, where they will be located, how many pages it will have, etc. These wireframes will **evolve until they become the final design**.

### 2. Define the structure

Whilst working on the design, you must [define the structure of the website](#). This structure will **vary according to the objective and type of website**. Aspects to consider will include the header, the presence or otherwise of a sidebar, the information to be contained in the footer, the number of sections or categories, whether or not it will contain a blog, etc. All of these will depend on your objectives.

The structure of the website is very important, as it can **facilitate browsing or hinder its usability**. You do not want users to get lost, do you? Think carefully about how you will distribute information and remember the maxim: on a website it must be possible to reach any page in no more than three clicks.

In doing so, you will avoid complex situations. If you want your users to provide you with their email address, **offer content in a visible place** so that they feel it is worth providing their details.

### 3. Indicate the functions it will have

Another aspect you must define is the functions that your website must have. Will it offer users statistical data, or will users be able to perform functions such as make online payments or make appointments?

*Consider all of the functions your website must have in order to be able to plan the development phase*

#### 4. Do not forget the content

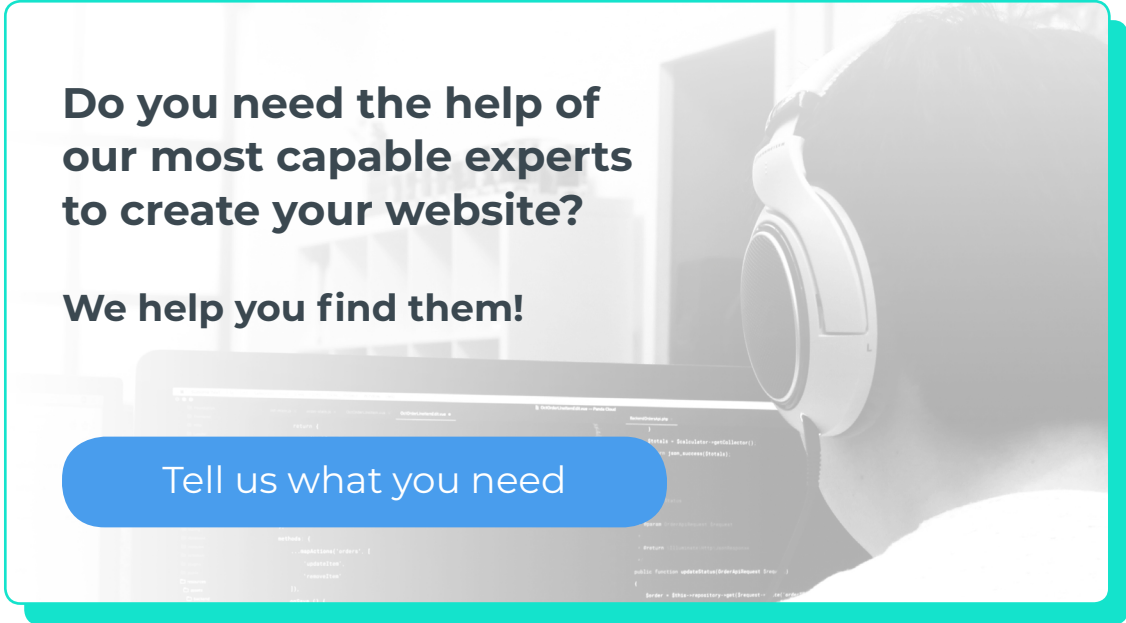
Last but not least, we come to the content. You must be very clear about **the type of content you will offer, and who will develop it**. If conversion and positioning are important to your website, it would be best to entrust them to a specialist in copywriting.

Even though no-one knows your business like you do, **using a web copywriter will help you create a discourse that converts** and contains the keywords your web project needs to achieve optimal positioning on search engines.

Nor should you forget high-quality images. Whether you use an image database or royalty-free images, **avoid the usual photographs of inventory**. Create a selection that is in keeping with your business and the type of website.

If your business has a physical presence, it is a good idea to take photos of the premises or the team. Humans love to interact with one another, and the ability to **put a face to a team** or visit premises **creates trust in the user**.

If your web project is an online store, do not dismiss the idea of taking good photographs of your products. When you are an intermediary it is tempting to use images that come from the wholesaler or a catalogue, even if they often are of poor quality. However, from the perspective of a user, **a good image of the product can be the difference between buying it or not**.



**Do you need the help of our most capable experts to create your website?**

**We help you find them!**

[Tell us what you need](#)



## The budget available

The budget available will also **influence the final result**. If your project is important and requires [custom web design](#), the price will be higher so that we can access the right professionals.

The [website quote](#) will **vary as a function of the format** you want and the functions to be put in place.

- ▶ An online store that focuses on two or three products is not the same as an e-commerce store with thousands of products.
- ▶ Nor is a website with a blog, a company website with few pages or a customised website developed for a new SaaS online service.
- ▶ Here, logic is crucial: the **more functions and integrations there are, the more complex** the project and the larger the budget required will be.

That said, do not worry if you do not have a large budget. Having a small budget does not mean you will obtain an inferior result. **There are ways to keep costs down**. For example, a design based on a template will be less expensive than **a customised design developed specifically for you from scratch**.

What is important is the ability to choose the team best-suited to bring your web project to fruition and which meets your requirements. Spoiler: at Yeeply **we can adapt to each budget and project**.



## Which technology to use

The choice of one technology over another to develop your web project depends on several factors, such as the type of website, time available, budget. etc. If you do not have **experience in the technology sector**, it is important to get the right advice.

Find a [digital partner you can trust](#), one who has **experience in website development using different technologies**. Only this way can you be sure that you will be advised to use what is best for your project, not the technology that they feel most comfortable working with.

You can also search on other websites of your choice and see what technologies they use. Even if you do not have the technical knowledge, **there are extensions for web browsers** (such as Wappalyzer) that can find this information for you.

*Find a digital partner you can trust, one who has experience with different technologies. Only this way can you be sure that you will be advised to use what is best for your project, not the technology that they are most comfortable with*

Did you know that **at Yeeply you will always receive personalised advice?** An expert will be by your side to provide you with all the alternatives, and to ensure that you decide with all of the information available.





## How to develop the website

With all of the information you have gathered, ranging from the inspiration for the design, content, the structure of the website, etc., it is now time to organise your ideas. **Create a list of tasks and assign these tasks to those responsible.**

**Organise workflows** so that if the start of one task depends on the completion of another, those involved are informed and can carry out their work within the specified time frame.

What is important is that everything is well-defined and in writing. Do you work with agile [methodologies such as SCRUM](#)? If you do not, the moment you develop your web project is a good time to start. [Project management tools](#) such as Trello, Jira and Asana, to name but a few, can be of enormous help in **coordinating tasks across the whole team.**

With the above, create a work schedule to distribute the development of the web project. Furthermore, the schedule will **allow you to monitor progress and be aware of whether interim deadlines are being met** or not. It is important that all members of the team are familiar with the schedule and that they are informed if an unforeseen event occurs, so that stipulated deadlines are met.

**Are you looking for a web programmer you can trust?**

**Here, we will tell you how and where to find one.**

Check out this post

```
29 func applicationWillTerminate(_ application: UIA
27     launcher?.stopAnalytics()
28     launcher?.cancelTimer()
30 }
31 func applicationDidEnterBackground(_ application:
32     launcher?.stopAnalytics()
33 }
34 }
35 func application(_ application: UIApplication, opt
36     return FBSDKApplicationDelegate.sharedInstanc
37 }
38 }
39 func userNotificationCenter(_ center: UNUserNotifi
40     (UNNotificationPresentationOptions) -> Void) {
41     completionHandler([.alert, .sound])
42 }
43 }
44 extension AppDelegate{
45 }
46 @objc static func currentInstance()->AppDelegate{
47     return UIApplication.shared.delegate as! AppDel
48 }
```

## 2. Factors to consider when developing a web project

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If you have reached our guide, this is because **you are about to start a web project** and know that there are many details to which you must pay attention if you want your project to be a success.

**It is widely believed that the web project is the role exclusively of a web developer.** WRONG! Before they become involved, there are many other aspects that you must define so that the project runs smoothly. Do you have questions? We will answer them here.

### Define the scope of the project

Do you want a business website for a regional business? Or does your brand have **a nationwide presence**? Are you working on expanding into a new market? Here are the [keys to creating international websites](#). Whatever the nature of your business, a series of differences is put forward in each that influences different aspects of the project.

- ▶ For example, **if you are aiming to expand into a new overseas market**, you may want to [translate your website into several languages](#). You can also use the opportunity to update your website and, while you are at it, include a second or third language aimed at the new market. The decision to create a multilingual website has **technical repercussions that you must make clear** from the outset. Furthermore, **if you are going to make yourself known in a new market**, you will almost certainly need to [optimise your website for search engine positioning](#). If this describes your position, you should consider including the SEO service so that the website architecture, text and other components of the website are optimised and are correctly positioned in the new country.

*[This may be of interest to you: Signs that you \(finally\) need to hire an SEO agency](#)*

## Consider your target audience

Knowing **who you are doing something for is key**. It cannot be any other way with your website. If you want hits and do not want users to leave the website in seconds, it is fundamental that you know them well.

Who they are, what problems they have, how you will help them, their age, how they speak, how they relate to each other, etc. The answers to these questions will help you identify your users and influence all aspects of the website.

**Usability, browsing and the organisation of content**; also wording, the use of particular colours and a particular size of font, etc. are aspects you should take into account, depending on your target audience.

*You must have an in-depth knowledge of the intended audience of your website*

## The objective of the website

Not all websites have the same objective. A website for the sale of products is not the same as **a website aimed at capturing leads** or another to reserve a service.

Content distribution, how content is drafted and how calls to action are distributed via the website: everything will change **according to the objective** you aimed to achieve with it.

Remember, there is no single valid objective. You need to decide what yours will be. For that reason, once you are clear about what you want to achieve you must **get to work on the design and content** to ensure that the user does what you want.

For example, on a landing page designed to capture leads, information must be concise and with the CTAs aimed at achieving your objective; on an e-commerce website, however, it will be more important to increase sales. As a result, **programming cross-selling initiatives** will be fundamental to increase the value of items in the shopping basket.

*[Related content: Growth Hacking: Strategies to optimise the conversion rate of your website](#)*

## What the design will be like

We have said this before, **design is fundamental to help you achieve your objectives**. For this reason, it must be adapted to the people who your users will be. Aspects such as the use of heavier or lighter font and the colour pallet. All aspects will be adapted according to your intended audience.

- ▶ The design of the user interface and usability will also vary as a function of the profile of your users.
- ▶ **You can opt for more disruptive browsing** if your website is aimed at younger users, while older users will appreciate **a more classic and intuitive distribution of content**.
- ▶ To complete the design, you must also **consider whether or not users will need a log-in area**. For example, if your web project is an online store, users must have a private area where they can follow up on purchases made, access their data, etc.

You may also need **your website to be integrated with another website or an app**, e.g. with a CRM or ERP software. This type of integration should be taken into account from the moment the web project is put forward and during the design phase. Otherwise, delays will result since they require more development as they can be more difficult to integrate.



## How to develop and launch the project

To be able to develop a web project, you will need to take into account its **estimated launch date**. While it may seem strange, starting at the end will make it easier for you to subdivide the project into deliverable parts distributed over the total time spent on the creation of the website.

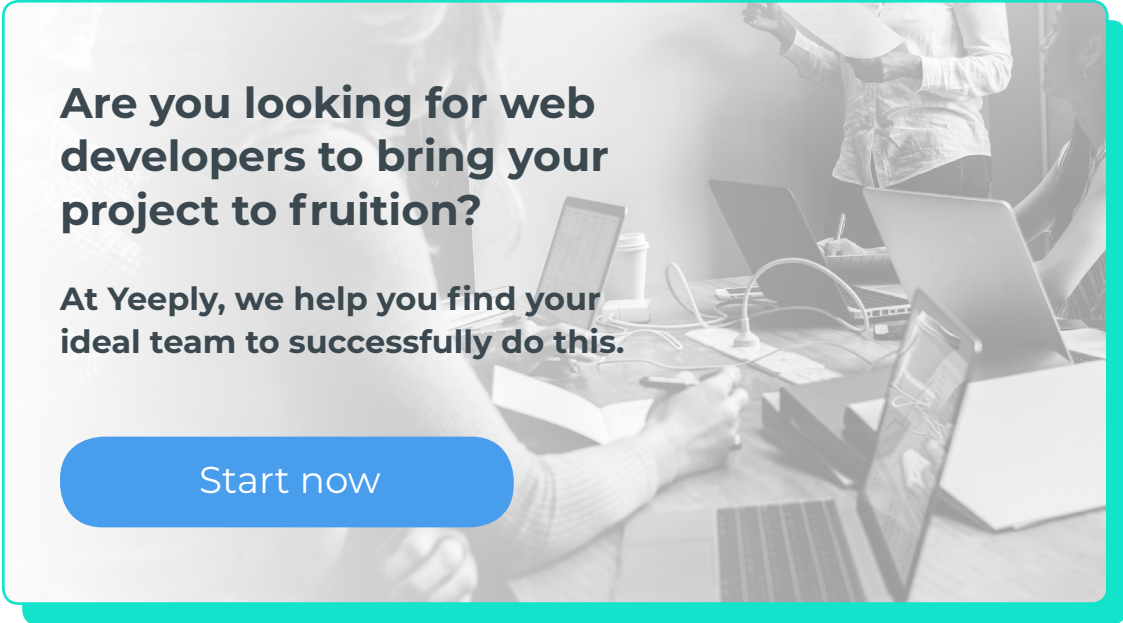
Then **prepare a list of tasks to be carried out, calculate the estimated time required and determine the person responsible for bringing it to fruition**. To give shape to the schedule for the web project, group tasks together to create deliverable parts.

Each of these parts is one of the **milestones of the project**, which you will spread out over the course of the schedule. This will enable you to distribute the work in a suitable manner and to **follow up on the web project** to see how it is progressing and how objectives are being met.

If you want [the planning of your web project](#) to be met 100%, take out your crystal ball and be ready for the unexpected. While it may be hard to believe, many of the most common unforeseen events can be avoided:

- ▶ Because they arise as a result of poor **initial planning** (during the development phase, there is a desire to **introduce a function not initially foreseen**), or
- ▶ Because a holiday period was overlooked, for example.

So when planning the project, check carefully that all required functions are included. If there are holidays that **could affect the schedule**, adjust the schedule as appropriate.



**Are you looking for web developers to bring your project to fruition?**

**At Yeeply, we help you find your ideal team to successfully do this.**

Start now



Now that you are on your way to creating a new website, **you can opt for a traditional approach or a more innovative one.** If you opt for the traditional approach, content is usually defined, the structure is designed and the web design and development team start to work their magic.

That said, it is usually a number of months before the website goes online. Furthermore, **it is more than likely that at some point your website will go down** or is inaccessible to your users for a few hours because you were completing the configuration of the new version.

This can lead to financial losses, in particular when it comes to SaaS websites and online stores. But what if we were to tell you that **there is another way to do things?**

## Growth-Driven Design

[Growth Driven Design](#) is a new working methodology based on the agile principles of SCRUM. GDD combines concepts in an integrated methodology for website design **consisting of three phases:**

- ▶ **Strategy**
- ▶ **Launch**
- ▶ **Ongoing improvement**

As is the case with the more traditional approach, this phase starts by setting an objective. Starting with the original website, **one must see what works and what does not**, in order to determine what can be achieved. The objective of the website must be aligned with the marketing objectives of the business.

The GDD methodology establishes temporary cycles that follow the **plan - develop - learn - transfer** structure. What are the advantages of this method? You can have a functioning website in a very short space of time without a heavy initial outlay.

Furthermore, given that everything has been tested and measured, the decisions you make will be safer. **If something does not work, it is improved or removed until everything is in order.** With a traditional working structure, once a function has been implemented it is usually not withdrawn until the website is updated.

If you want to **validate your business idea and start as soon as possible**, create your web project using the Growth Driven Design methodology. Be aware that **the website will not be 100% ready when it goes online**, but will be subject to ongoing improvements.

## SMART objectives

The objectives of your web project must be **SMART**:

- ▶ Specific
- ▶ Measurable
- ▶ Achievable
- ▶ Relevant
- ▶ Time-specific

*If there is one thing that characterises SMART objectives, it is that everything is measured so that decisions are made on solid foundations*

The next step is to **define the buyers for your business** and conduct a qualitative and quantitative investigation of the current website to see **what aspects can be improved and to determine the strategy for each page.**

Using all of this information, a wish list is created. This list should be reviewed to ensure that priority is given to those tasks that will make a difference. The maxim is to determine which **20% of actions will generate 80% of the impact.** Once these actions have been defined, copywriting, design, development and testing can begin.



## 3. How to choose the most suitable CMS

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CMSs are content managers that **manage and update the content of a website** without knowledge of the web program.

There will be some that meet your requirements, depending on the type of website you wish to launch. Some are **open-source**, while others have a **paid licence**. Some are very well-known, while others have a very steep learning curve.

Let us see which are the most well-known so that you can decide which is best suited to your web project.

### WordPress

There can be no doubt: WordPress is king. While some years ago it was universally known as a blogging platform, **30% of websites worldwide are now made using WordPress**. The platform has been able to move from the world of blogs to totally customised websites with online stores and **plug-ins that add almost any functions to it**.

For the end-user, WordPress is one of the easiest to use and is highly customisable. Its main advantages are:

- ▶ **Ease of use:** Technical knowledge is not required to manage content.
- ▶ **It is customisable:** Whether with the use of pre-designed themes or custom made themes, websites created with WordPress allow for a high degree of specialisation.
- ▶ **Scalability:** There are thousands of plugins that provide new functions. Therefore, if there is a need to put a new function in place at any given time, it is much easier to do so with plugins, without the need to make to measure.
- ▶ **SEO:** Through plug-ins such as YOAST and All In One SEO, WordPress offers all of the functions needed to optimise the on-page SEO of your web project straightforwardly.

As a consequence of being so well-known, **finding teams that work with WordPress is very easy**, given that it is one of the most widely-used CMSs worldwide.

One of its disadvantages is that if the installation is overloaded with too many plug-ins, the performance of the website (and, as a result, the SEO) may be negatively affected. This is where **a good specialist team** comes into play to prevent such an overload.

## [Discover the advantages of working with a remote web developer](#)

### Joomla!

Although in the past there was a time when it was as popular as WordPress, the use of Joomla! has declined over time. It is estimated that at present, around **6% or 7% of websites use this CMS**.

With regards to ease of use and customisation, the two CMS are similar: **both have a large user community behind them**. As a result, it is easy to find complete information online for free.

As is the case with WordPress, Joomla! **has a large number of templates**, is a free platform and requires a host of its own to be installed.

Unlike WordPress, it supports multilingual websites without additional extensions, while WordPress requires plug-ins to do so.

With regards to the SEO, Joomla! also requires extensions to optimise the website, although in this field WordPress allows for better optimisation.

**How do you know if Joomla! is right for you?** Even though a user without technical knowledge can use it, it is used more and its **learning curve is steeper** than in the case of WordPress. As a result, the choice of one or the other will depend on the characteristics of your website.

### Drupal

Drupal is another of the best-known CMSs for website management. Originally, it was developed as a bulletin board for students. However, it is now **an open-source CMS with a solid community behind it**.

Drupal is highly flexible and scalable, which means that **it can be adapted to both small and large projects**. It also has a wide variety of free modules that are grouped in **a library with more than 40,000 extensions**.

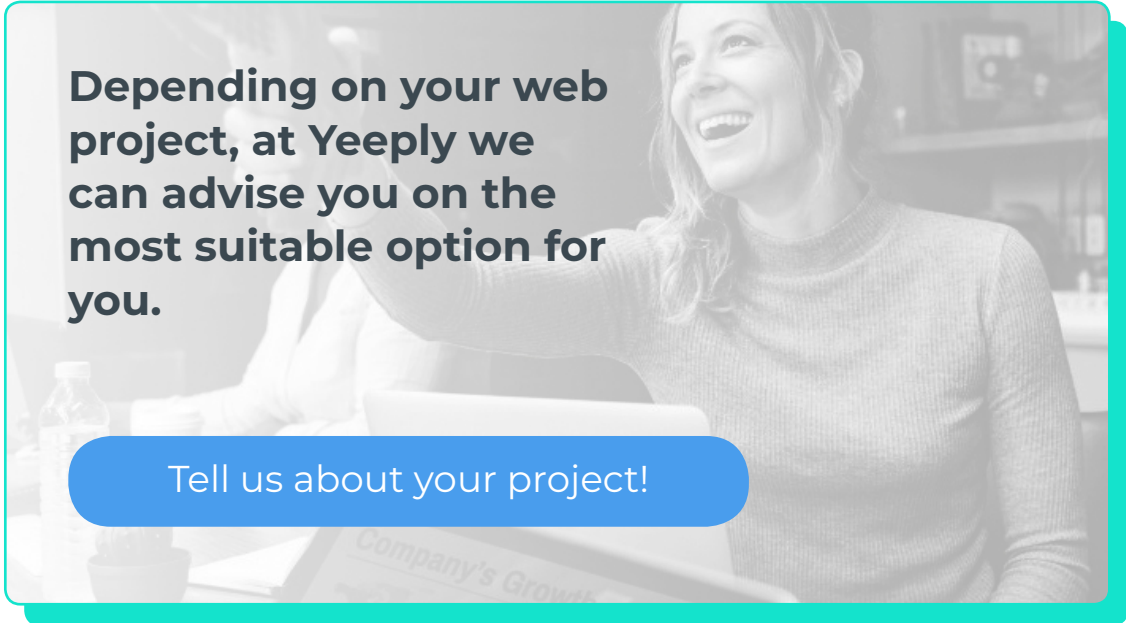
That said, installing and updating Drupal **is rather more complex if you do not have technical knowledge**. As a result, depending on who will be in charge of maintaining the website, this is something to be taken into account.

## Other CMS

Until now, we have spoken about **content managers designed for websites**. But what if we want to manage an online store? Is there a CMS available? Of course, there is!

If you are already familiar with WordPress, **the WooCommerce plugin can transform WordPress into an online store**. With it, you will be able to create categories and products, have a shopping cart, easily incorporate a payment gateway or configure shipping costs or VAT. One advantage of the plug-in is that it provides a wide variety of templates and themes, which will streamline the task of customising your store.

Another of the options most commonly-used for e-commerce is **Prestashop**. This is **another free open-source CMS** based on PHP, MySQL and Smarty. The customisation of the store is a relatively straightforward process, thanks to the use of templates, and is easily integrated with payment systems such as PayPal and Stripe. It also has an official marketplace with more than 5,000 resources **with which to customise the design and broaden the functions** of the store online.



**Depending on your web project, at Yeeply we can advise you on the most suitable option for you.**

[Tell us about your project!](#)



## 4. Forming the perfect development team

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You already know how to go about a web project and the options at your disposal to bring it to fruition. Now comes what could be the most difficult part: **choosing the development team** that will make your project a reality. It is not a trivial decision, so we will see what options are available to you.

### An agency

An increasing number of digital marketing agencies offer website development services. If you also need another type of service, such as **website positioning services or content writing**, they could be a good option.

To be sure that you are making the correct choice, review its portfolio. You must like its previous work and if it has [experience in projects that are similar to yours](#), better still.

However, the effort that can be required to find the right agency for your project is often tedious. The search for options, testing to see if they are available, establishing contact, finalising meetings, etc. All of these activities represent a **valuable time investment** that perhaps you cannot afford.



## A freelance programmer

If you are developing a straightforward project and have defined content, perhaps you can choose **a freelance programmer to develop the technical component**. However, unless someone you know can point you in the right direction, it can be hard to know where to look. More importantly, however, you want the security of knowing that they are **the professional best suited to your project**.

One option you can use to start with is **portals aimed at freelancers**. One advantage of this approach is that you will always find professionals ready to start on your project immediately.

At this point, you must consider the cost. By this, we do not mean the cost in monetary terms. Fierce competition between professionals means that **many of them compete solely on price**, offering a lower price to secure the project. This can have **consequences for the final quality** of your project. Furthermore, choosing one candidate from a large number of proposals you will receive can be overwhelming.

## A marketplace

What if we were to tell you that **you can choose the best option easily** without leaving your office? There is no catch. [This is how we do things at Yeeply](#).

- ▶ In our marketplace, **we will only need the basic details** of the web project you wish to implement.
- ▶ With this information, we **use our matching algorithm** to select the best teams available for you.
- ▶ Before you know it, you will **have before you one or more proposals from teams** for your project that you will be able to study before deciding which one you find most credible.
- ▶ If you need it, **we will help you resolve any queries you have**.

Once you have made a decision, the proposal is signed and work on the development of the website begins. If a problem arises, we will be there to help you. **With Yeeply, you will save time and money** and will have your website online sooner than you think. Isn't that fantastic?

## 5. Why Yeeply is what you need

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Whether **you are going to create your web project from scratch or want to redesign an existing project**, Yeeply is the best option. If you want to know why, read on.

### Professionalisation

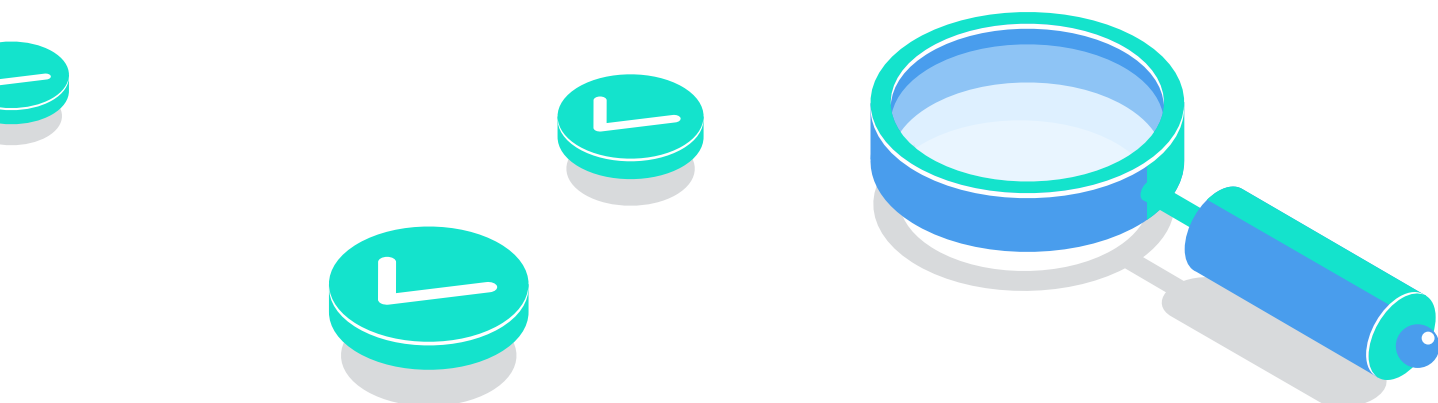
Yeeply is **made up of more than 150 certified teams** that have passed an exhaustive [certification process](#) that consists of several stages. Only this way will we be able to guarantee that our professionals have the prior **knowledge and experience** required to do the best job possible.

Furthermore, once within Yeeply, teams will receive tasks on a gradual basis. In this way, the quality of the professionals we provide you.

To give you an idea of the high standards we require: at Yeeply **we validate just 1% of professionals** who apply for certification.

### Vast experience

As a result of the diversity of profiles and technologies, **we have teams with experience in a multitude of sectors and types of projects**. Our matching algorithm will always find a team with validated experience in projects such as yours.



## Costs according to needs

There is no project too small or too large, or too complex, that we cannot bring to fruition. Our wide variety of developers and teams means that we can **adjust costs to the needs of each project**.

We are always looking to ensure your satisfaction. As a result, we will always be available to meet the stated objectives and deadlines. Furthermore, **you will always pay a competitive price** due to the number of projects we offer the professionals at YeePLY.

This, together with the **offshoring of some of our professionals**, means that we can send proposals with lower prices than those of other companies.

## Privacy

We know that privacy is very important. This being the case, **we provide you with confidentiality agreements** so that you can work with the development team with absolute peace of mind.

This is particularly important if you are implementing a novel web project. With a confidentiality agreement, **you can be sure that your ideas will always be yours**. Using this approach, work will flow better.

*With YeePLY, you can be sure that your project and ideas will always be yours*





## Security

Yeeply is a peace of mind. All web projects developed by us are covered by **a 6-month guarantee**. During this time, we promise to resolve any fault that arises following the terms established in the contract.

If despite all of the measures in place, a problem were to arise with the development team, we at Yeeply **will be by your side to intermediate** and guarantee that the project will be completed.

You will also be able to benefit from **maintenance following delivery of the project** in the form of a monthly allotment of hours, if you wish. With this allotment, you will be able to ensure that your website meets the latest requirements and, if a new version of the CMS becomes available, that it is up to date.

Remember that there will always be maintenance and minor corrections to be carried out. If you want to implement new functions not included in the first contract, you will have to request a new budget.



**Do you know what you want  
your web project to look like?**

**Tell us about your project and let us get  
to work.**

**We will be delighted to have you aboard!**

Start now



# yeeply

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