

Project Process



Onboarding & Kickoff

After you fill out our onboarding questionnaire, the first step in our process is a kickoff meeting where key team members are introduced for both parties and any questions are brought forward. All documents relevant to the website project and marketing campaign are reviewed to set goals and expectations during this process.



Research & Strategy

After the team completes their initial round of research, which involves current site performance, competitor review, and keyword analysis, the Momentum team will meet to establish the site and campaign structure. Research findings and the new approach are then reviewed with your team approximately two weeks from kickoff.

Website Design

During this phase of the project, our design team will begin creating the visual assets that will identify your brand and align with your digital goals. This includes a homepage design mock-up, wireframe layouts for relevant inner pages of the site, and visual marketing assets. We will review these assets with you to gain your input around the third week.



Account Setup

Following that, we will begin setting up the various components of your website and campaign, such as building out the website, creating site content, preparing SEO elements, and crafting ad copy. We take pride in crafting all these assets with digital marketing best practices in mind. Once these are all created, they will be reviewed with your team around weeks 6-7 for feedback and revisions.

Training & Launch

After completing final revisions and reviews – we will run through our quality assurance measures, optimize the site for search engines, and prepare your website for launch. We will also train your team on how to utilize our tools and our support system. On the scheduled date, your website will roll out to the world, and you can begin growing your business!

If you are moving in to a marketing campaign after launch, your account manager will work with our team to monitor and optimize your campaign on a regular basis. You will receive a monthly report on campaign performance and will have a chance to review the ongoing performance of your digital marketing campaign.

Monthly service fees begin after site launch.

