

Fusionbox :: A Denver Web Development Company

A featured Article from the [Fusionbox SEO blog](#)

Building an Effective Web Development Team

By Ivy Hastings

So you've been tasked with redesigning your company's outdated web site. Now what?

Do yourself a favor and start by building the right team and filling the right roles. This is essential to the success of any web-based project. The list I've included below details all the members that make up a web development dream team and explores how each of their contributions matter in the big picture.

- **Project Manager:** Creates budget, timelines, functional requirements and overall strategy while communicating with key stakeholders.
- **Information Architect:** Determines the structure of the site based on key user paths and work flow processes.
- **Usability Expert:** Drives the usability of the entire site and the work flow processes; oversees usability testing to ensure site is user-friendly.
- **Search Engine Optimizer (SEO):** Develops a keyphrase and inbound linking strategy while making sure that code and content are optimized for high search engine placement.
- **Content Writer:** Writes all content according to the predefined content and keyphrase strategy, observing established web writing best practices to ensure that content speaks to target market and user base.
- **Web Designer:** Designs the website's look and feel while adhering to the design and brand strategy.
- **Developer (Programmer):** Develops the functionality of the site (sometimes called backend) and fixes all errors to create exceptional user experience.
- **QA Testers:** Test the site to document errors for repair.
- **Usability Testers:** Actual users who go through testing scenarios with the usability expert collecting feedback to improve user experience and compel conversions.

In the end, putting the right team together is just one of the many aspects involved in managing a web project. Still, a knowledgeable team is the foundation that determines whether all your goals and objectives are met. By putting the right people in the right places, you'll enjoy a positive return on investment and nothing will be left to chance.

Ivy Hastings is a Project Manager at Fusionbox, a full-service [Denver interactive agency](#) specializing in web design, development, and [search engine marketing](#). A graduate of UC Berkeley, Ivy has published many articles about Internet Marketing and Web Design and Development Best Practices. She currently sits on the Board of Directors for Arts Street, a local non-profit that teaches at-risk youth the craft and business of the Arts. Ivy can be reached at her Fusionbox email: ihastings@fusionbox.com or at 303.952.7490.