New Project - Programming Process

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Different Types of Projects

Goals Alignment & Accountability (Pre-Programming)

Kick-off Call with CSM & Designer (If applicable)

If the project falls under the categories of Home page custom or Full custom, then the Team Lead will schedule a Project kick-off call to establish a clear understanding of the project's scope and design After the Kick-off call, they will either connect with the engineering team for any custom work or provide a revised ETA in the event that the project's scope changes.

Understand the SOW and Site Architecture Assets

Review the Requirements, Create timelines, and Deliverables

The "Programming New Project" bucket is checked by the Programming Lead, who, as per the client contract, creates the DM Project Plan. Based on the type of Project, they are assigned to the respective team leads.

- The Team Leads review their respective projects and check the following information:
    - [Site Architecture](#)
    - [Data Pack Sheet](#)
    - [Layouts](#)
    - [Programming Notes](#)
    - [Content ETA/Content document](#)
- If a new project has all the required information, it will be scheduled in the production pipeline, and the Team lead will provide the ETA for the final test link delivery.
- If a new project has any confusion, the Team Lead communicates with the respective CSM and asks them to provide the missing information.

Note: The team can only provide a final test link delivery ETA based on the content ETA.

Understand the Technical SEO Perspective of the SEO Strategy for the New Vertical

- If the project is in a new vertical, then the Programming lead connects with the Technical SEO team and defines the URL structure.
- Discuss the SEO strategy with the Technical SEO team to be programmed on-site.
- Define the Structured Data flow for the website.

Programming

Create the Website as per the Layout and Program the pages as per the Data Pack/Site Architecture

- Program Website (with a full responsive approach with the UI KIT framework)
    - Work on the desktop home page
    - Work on the desktop inner pages
    - Add content and generate image-prepping tasks
    - Work on the home page responsive
    - Work on the inner page responsive
    - Form Programming
    - Reservation Programming
    - Import Images
    - Default feature programming (AMP, ADA, etc.)
    - Add-on feature programming (PWA, EC, and Blog-based on what the client has purchased)

After Completion of the Site Programming, Complete the following Unit Testing:

1. Perform W3C validations.
2. Evaluate site performance based on Core Web Vitals (CWV).
3. Conduct a test using a web monitoring tool.
4. Verify the editing functionality in the CMS by logging in with the client's credentials and configuring the dashboard (including adding/removing features not available to the client).
5. Execute a comprehensive unit test for the entire site, including filling out a scorecard.

Submit the Site for QA to the QA Team

- ▪ The Programming team will send an email to the QA team, including written project details, and submit the site along with all the necessary project information for final QA testing.

Implement QA Changes/Suggestions Reported by the QA team

1. The QA team and design team will perform QA and provide suggestions, changes, or any identified issues to the programming team.
2. The Programming Team will address and complete the suggested changes or issues and provide acknowledgment to the QA Team.
3. The QA team and design team will finalize the verification process, and subsequently, the design team will submit the project for review by Lucas.
4. The Programming team will implement the suggestions and/or edits provided by Lucas, ensuring their completion.

QA

Perform Programming QA

- The QA team covers the following items in programming QA:
  - o Verify that the site is built according to the architecture defined in the project scope.
  - o Conduct functional QA, including testing reservations, form validation, submission, and email triggering, ensuring site accessibility, CMS back-end editing, and validating add-on features (AMP, EC, Blog, OTA, etc.).
  - o Ensure cross-browser and cross-device compatibility for the UI.
  - o Check for crawlability and indexability, including the presence of on-page SEO elements, schema entities, a sitemap, image sitemap, robots.txt, and 301 redirects (If applicable).
  - o Assess Performance and conformance using different tools such as Page Speed Insight, Web Monitor, W3C Validations, ADA validation, and compliance with brand guidelines.
  - o Validate the presence of a tracking script.
- Other QA Items:
  - Conduct QA for link changes in the test environment.
  - Perform QA for live site maintenance tasks.
  - Conduct live QA for ADA compliance (Accessibility) on the site.
  - Verify the functionality of add-on features such as AMP, EC, Blog, OTA, etc.

Design QA

- The design team covers the following items during design QA:
  - o Comparing UI/UX and mock-ups to ensure consistency.
  - o Reviewing content structure and formatting for clarity and coherence.
  - o Verifying the completeness of image selection and cropping.

SEO QA

Sign off for Client Delivery by the QA team

The QA Team verifies the design's team changes and submits the site for client review using Jira tickets or Wrike tasks.

Client Review of the Test Site

Conduct Rounds 1 and 2 of Test Link Edits

- The CSM assigns the test link changes to the "Programming New Project" JIRA or Wrike and sets the status to "In Progress."
- The Team Lead assigns the test link changes to the respective programming team member.
- Once the Team member completes the test link changes, they submit the corresponding JIRA ticket or Wrike task to the QA admin/QA team for review.
- The QA Team verifies the changes and, after confirmation, informs the CSM about the completion of the JIRA ticket or Wrike task.

Site Launch

Generate the Site Live Request

- The CSM creates a site live request through a JIRA ticket/Wrike task, including the following information:
  - Admin Access to the G sitemap is provided?
  - Revamp already on M Analytics:
  - GA code:
  - Test link URL:
  - Site live URL:
  - Website type: Milestone revamp/Revamp/New

- - o   Has the client pointed the domain to MS Server? Yes or No
    - o   301 redirects:
    - o   SSL active? Yes or No
    - o   Site live date:
- The JIRA ticket/Wrike task for the site live request should be assigned to the "Programming New Project" bucket and set the status to "In Progress."
  Note: The site will only be pushed live on Tuesdays. Test link approval (without any changes) should be done by the previous Wednesday.
- By the end of every Thursday, the Programming team will send an email to the Analytics, Paid, SEO, and Product teams (for MSPC setup) to inform them of site live-related activities, allowing them to take the necessary care and plan accordingly.

Execute Pre-site Live Activity and QA

1. Various teams (QA, Design, SEO, Analytics, and IT) are engaged in pre-site live activities.
2. All teams have submitted the required updates to the programming team.
3. The Programming team will address and incorporate all the edits and suggestions provided by the different teams.
4. The edits will be verified by all teams, and a sign-off sheet will be completed to indicate approval.

Site Live

The team lead of the programming team deploys websites live on Tuesdays and notifies the QA team for post-site live QA.

Perform Post-site Live Activity and QA

1. After the site is pushed live by the Team Lead, it is assigned to the QA Team for post-live activities and QA:
    - If the domain is not pointing to our server, QA is performed by making changes in the host file.
    - If the domain is pointing to our server, then QA is performed on actual devices.
2. The Team Lead notifies all relevant stakeholders (the technical SEO team, the analytics team, the paid media team) about the new site going live. This allows them to carry out post-site live activities on their end, such as submitting sitemaps, setting up goals, verifying tracking, confirming robots, publisher tags, and managing ad campaigns.
3. If the QA team identifies any suggestions or issues after the site goes live, they report them to the Programming team.
4. The Programming team addresses and resolves the suggestions or issues reported by the QA team and acknowledges their resolution.
5. The QA Team fills out the site'd live QA scorecard, submits it in JIRA, and assigns it back to the CSM.