

Web Site Development and Maintenance Work Plan

For History Organizations and Museums

Sample Web Site Development Work Plan

#	Task	Deliverable(s)	Who	Est Hrs to Complete	Expected Turnaround Time	Start Date	Target End Date
1	Gather information for and complete Web Site Strategy Worksheet	Completed Web Site Strategy Worksheet	Web Committee	20 to 40	2 to 3 weeks		
2	Send RFP to potential Contractors	RFP	Web Committee	3-5	1 to 2 weeks		
3	Discuss web site requirements: text/copy, images, features, other multimedia	Refined Web Site Info Template, and a request for Site to gather images and other multimedia	Web Committee, Marketing Committee and Web Contractor	2	2 to 3 weeks		
4	Gather and send images and other multimedia to Web Team	Images and other multimedia	Web Committee	20 to 40	1 to 2 weeks		
5	Develop web site prototype	Web site prototype	Web Contractor	20 to 40	2 to 3 weeks		
6	Review web site prototype	Feedback on web site prototype	Web Committee	4 to 8	1 to 2 weeks		
7	Discuss web site prototype	Meeting	Web Committee, Marketing Committee and Web Contractor	2	1 week		
8	Repeat steps 4 through 6 until web site is completed	Web Site Ready for Testing	Web Committee, Marketing Committee and Web Contractor				
9	Test Web Site	Tested Web Site	Web Committee and Marketing Committee	2 to 4	1 week		
10	Launch Web Site	Live web site!	Web Contractor	2	1 week		

Total estimated person hours required from Web Committee: 50 to 96 hours

Total elapsed time for project completion: 13-18 weeks or 3 to 4.5 months

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Ongoing maintenance by Web Committee:

Task	Who	When	Est. Hrs to Complete	Expected Turnaround Time
Review all time sensitive events, exhibits and other features on the web site	Web Committee	Monthly Note: in order to have adequate time to remove an expired event or exhibit from the web site, it is best to do this task at least one week before a featured event or exhibit is finished	2	
(If necessary, notify the Web Contractor of changes needed.	Web Committee	As requested	2	
Apply requested changes	Web Contractor	As requested	2 to 4	1 week