

# Sample SOP (Example): Website Build & Delivery

A structured path from discovery to launch. (Public sample for demonstration.)

## Purpose

This sample SOP shows a typical website delivery workflow with clear checkpoints and approvals.

It is designed to keep scope clear and prevent last-minute surprises.

## Roles

- Client: provides goals, content (or approves copy), approvals, and access to required platforms.
- RDS (Studio): strategy, design, build, optimization, launch, and post-launch support.

## Workflow (sample)

Phase	What happens	Client touchpoints	Timing
Discovery	Clarify goals, audience, and success criteria; confirm constraints.	Client confirms objectives and access.	Varies
Structure & content	Site map and section plan; gather assets; draft copy outline.	Approve site map and provide assets.	Varies
Design	High-fidelity layout in brand style; mobile-first decisions.	Approve design direction.	Varies
Build	Implementation; responsive styling; performance baseline.	Review staging build.	Varies
QA & launch	Cross-device checks; link testing; forms; analytics setup.	Final approval and domain/credentials.	Varies
Post-launch	Bug fixes and micro-tweaks; optional maintenance plan.	Support window as agreed.	Varies

## Notes

This is a public sample provided for transparency. Final workflows are customized per project. Timing and scope vary based on complexity, access, and responsiveness.