RWD Conversion Process Timeline*

1. **Project Kickoff**
   - Start Project in Basecamp

2. **Audit Review Meeting**

3. **Web Coms**
   - Audit
     - Reports: Content Assessment, Heatmap, Broken Links, Misspellings, Site Search
     - 2.5 weeks

4. **Client**
   - Clean-up
     - Delete outdated and duplicate content, update content, fix broken links
     - 2 weeks

5. **Web Coms /Client**
   - RWD Conversion & Navigation Updates
     - Ongoing communication and approval as site is converted
     - Avg 4-6 weeks*

6. **Web Coms**
   - Launch
     - RWD site is live

7. **Web Coms /Client**
   - Maintenance
     - Weekly broken link reports
     - Content updates
     - Ongoing

8. **Ongoing Maintenance**

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* Time will vary depending on size of site, client response and complexity of updates.