



# Website Page Creation & Upload Timeline

Elena

**01**

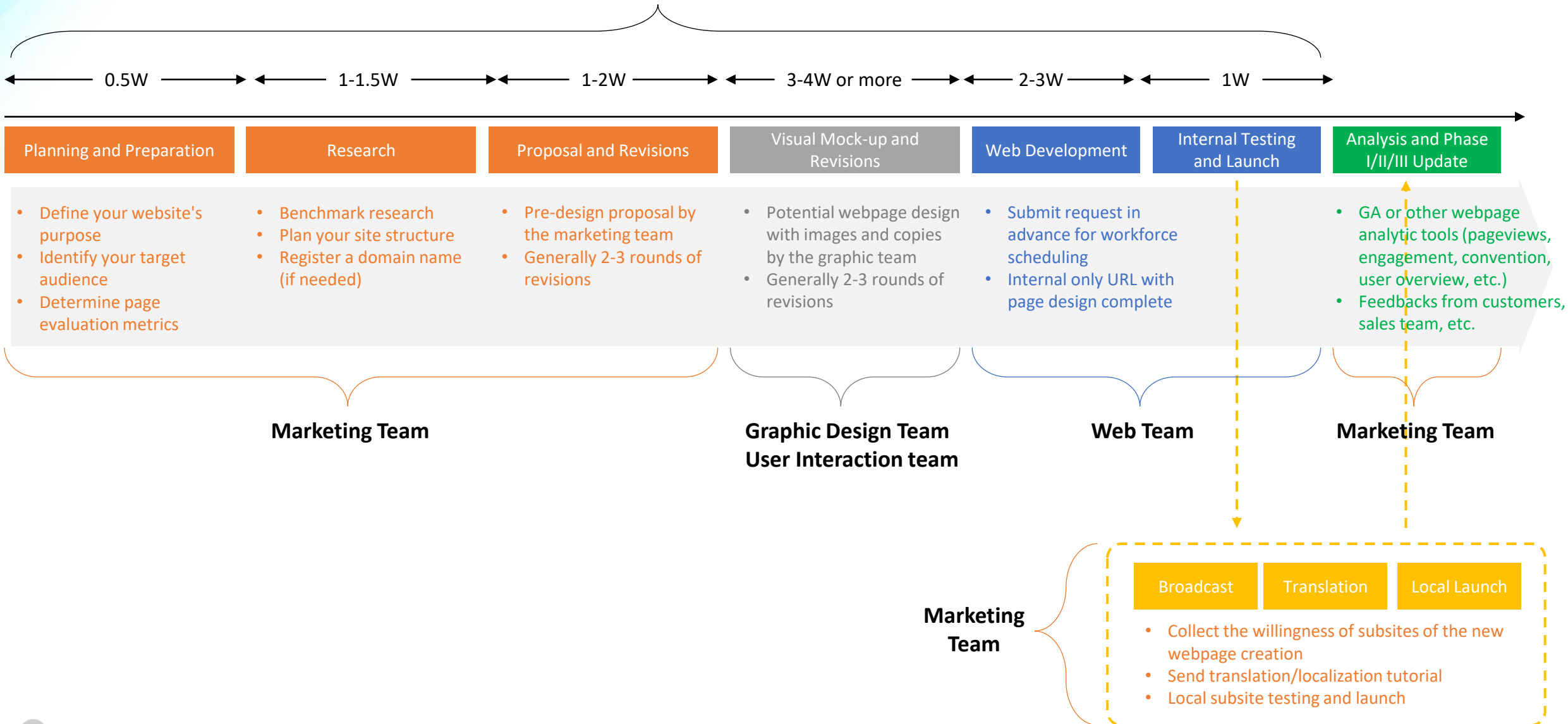
**Website Page Creation**

**02**

**Website Page Update**

# Website Page Creation Process Overview

Around 8.5-14 Weeks, depending on the complexity of the page



# Case 1 — Create the Sustainability Website from 0 to 1

Planning and Preparation

Research

Proposal and Revisions

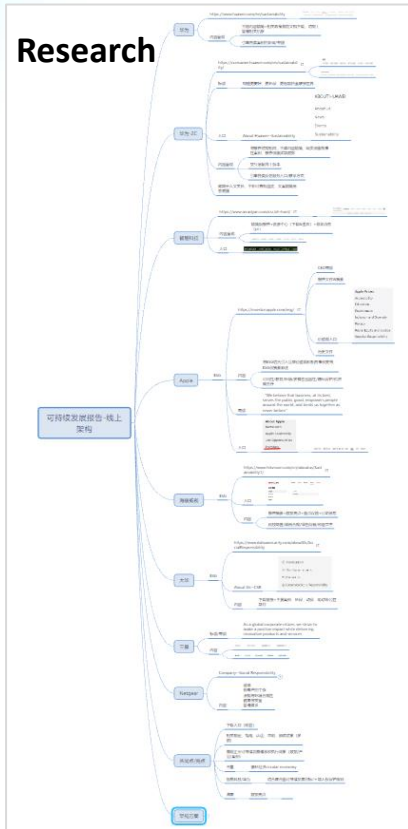
Visual Mock-up and Revisions

Web Development

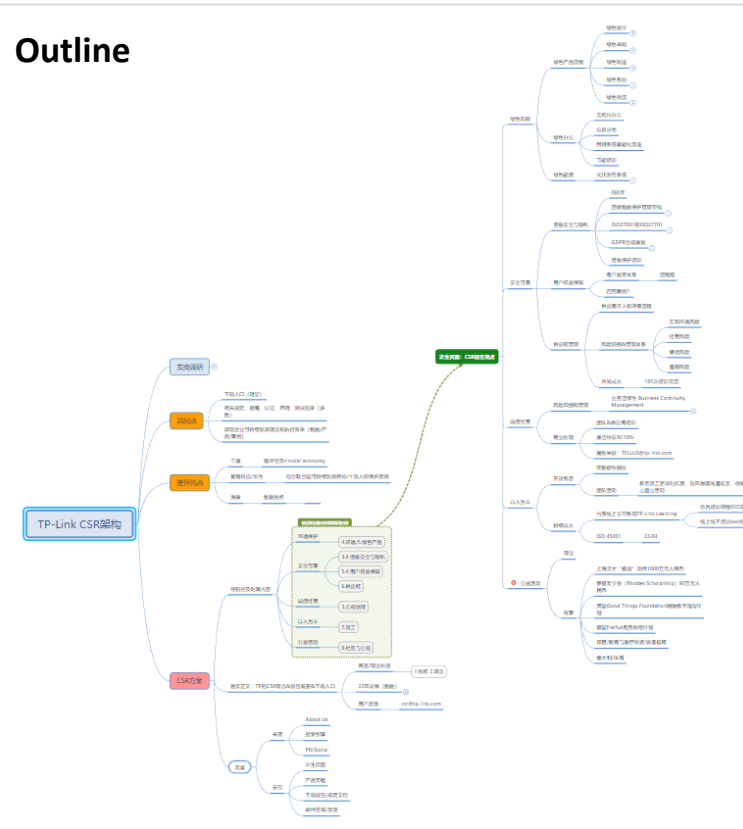
Internal Testing and Launch

Analysis

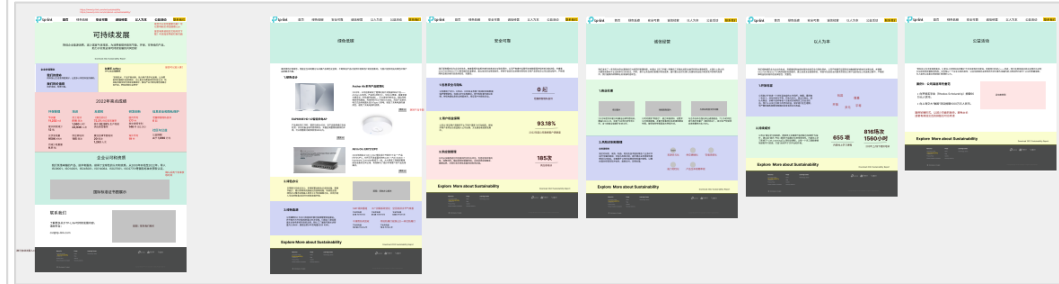
## Research



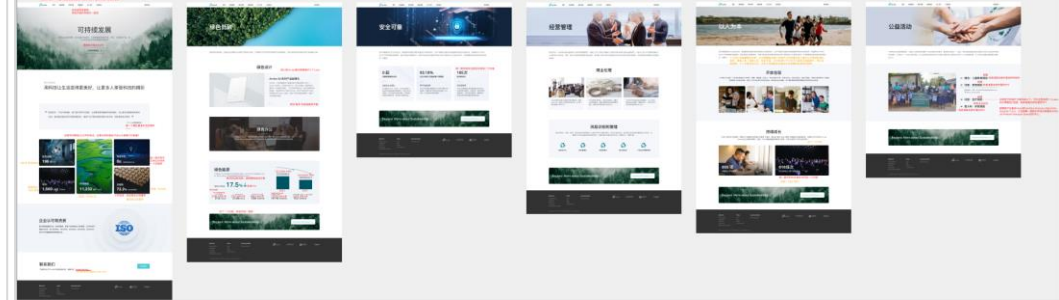
## Outline



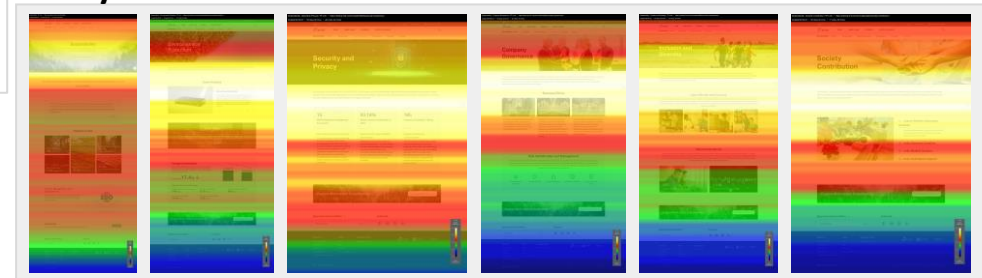
## Proposal sent to the graphic design or UI team



## Visual Mock-up provided by the graphic design or UI team



## Analysis



# Case 2 — Create the Product Spotlight Page

Planning and Preparation

Research

Proposal and Revisions

Visual Mock-up and Revisions

Web Development

Internal Testing and Launch

Analysis

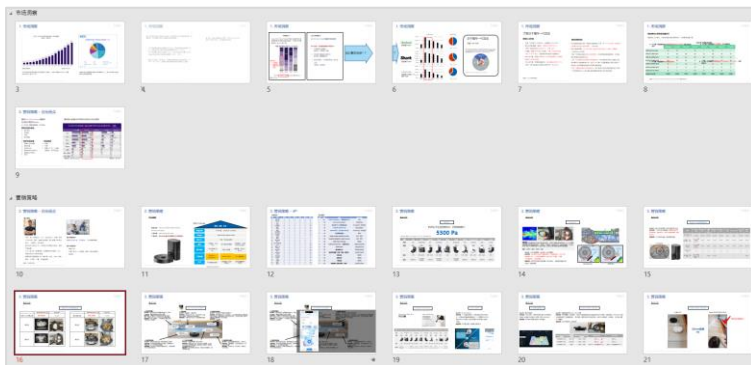
## Main difference between product spotlight page creation and non-product page creation:

- Product spotlight pages are more focus on the strategy and promotion planning, which needs confirm with the PM back and forth.
- PM should provide following assets to marketing team for reference
  - Market feedback, sales team feedback
  - Product planning
  - Product brief, product highlights
  - Setup sheet-spec

- Product related information, especially specs, etc. need to be confirmed by the PM
- For remodel products, confirm with the PM whether it is necessary to make differences in visual style or key selling points

- Spotlight webpage development would take less time than non-product page
- Submit request in advanced
- Internal url testing should include PM to check all the specs and information
- Time saving — marketing team can modify/update most of the contents without the web team's help after publishing the page

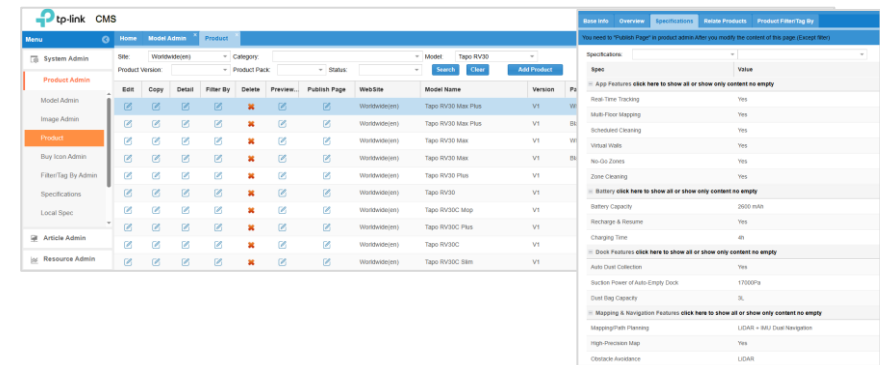
### Research



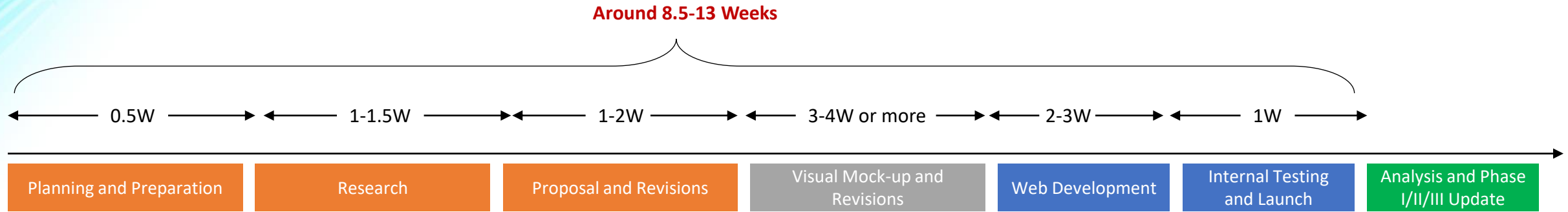
### Comparison Chart

Model	Color	Material	Weight	Dimensions	Power	Features	Price	Availability
Tapo RV300	White	ABS	1.2kg	100x100x100mm	5W	WiFi, App Control	\$29.99	In Stock
Tapo RV300 Plus	White	ABS	1.3kg	100x100x100mm	5W	WiFi, App Control, 4K	\$39.99	In Stock
Tapo RV300 Max	White	ABS	1.4kg	100x100x100mm	5W	WiFi, App Control, 4K, HDR	\$49.99	In Stock
Tapo RV300 Plus	White	ABS	1.3kg	100x100x100mm	5W	WiFi, App Control, 4K	\$39.99	In Stock

### CMS



# Website Page Update Process Overview



- **Website iteration / Huge update:** The process and time are basically the same as the creating new webpage/website.
- **Website contents/images update:**
  - Simplify all unnecessary processes and update the required contents ASAP
  - Usually marketing team can modify contents via CMS directly, like texts updates. For outline update, images replacement, then should contact to the web team to help.

Broadcast

Translation

Local Launch

**Notes:**

- Follow up the localization and make sure everything is fine. Usually subsites updates will cause bugs due to the improper operation of local colleagues
- Ensure that the information of every channel (not just website) of the subsidiaries is updated synchronously to avoid inconsistent information
- For content correction, global website admin (Elena) will correct information in English directly, and follow up the translation ASAP, to avoid having both English and local language on the same page.



# Thanks for Watching