

CMS Pro Onboarding



CMS Hub Pro Onboarding	Task Overview	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12
Basic Technical Setup + Reporting Review	- Traffic and website analytics	█											
Strategy Workshops - Personas, Site Spec & functionality	- Content strategy - Lead capture and conversion paths - Optimised site architecture	█	█	█									
Content Creation	- Page copy creation (supplied by client) - Content optimisation for search and user intent		█	█	█	█							
Design & Build	- Simple page type designs - Template development			█	█	█	█	█	█				
Sign-off + Content Migration	- QA + Client sign-off - Client led migration of content						█	█	█	█			
Launch Support	- Pre launch checks - Go live - Post launch checks									█	█	█	
User Training, Documentation & Handoff													█

*These time estimates are based on a standard best case CMS migration. Complex design or functionality, multilingual sites, multiple design amends, late sign-off on assets or slow turnaround on client supplied content will stretch these ideal timings. We will always scope and make note of any needs or requirements before starting any project, any related milestones or deadlines will be updated accordingly.

These time estimates do not include design and build of a new theme for the CMS. Get in touch if you'd like our award winning team to design and build yours.

<https://www.noisylittlemonkey.com/hubspot-CMS-onboarding>

