Digital Project Management: The Complete Step-By-Step Guide to a Successful Launch

By Taylor Olson

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This unique guide fills a significant gap in the marketplace. It provides the knowledge, best practices, and proven steps to successfully manage digital projects from end to end. It was created to be easily adaptable to different project types and technological advances.

KEY FEATURES:

--Describes how to create a thorough scope document, gap analysis, budget and requirements documentation, as well as task-level details of a digital project plan
--Delineates the proven step-by-step rollout process that can be applied to any digital project, and how responsive design and mobile first techniques are woven into traditional project management while keeping a rigid focus on planning and communication
--Utilizes a fictional case study to help explain the concepts and steps to building a responsive customer-facing web solution, and details how to apply an agile approach to design and development in a setting that demands clear requirements and deliverables
--Explains how information architects work with the creative team to produce a responsive content strategy, when the mobile first methodology should be applied within the process, and which deliverables are affected
--Discusses what digital project managers need to know about search engine optimization, analytics, infrastructure management, testing, potential risks, and every aspect of cutover management
--WAV offers 14 templates and three process maps, including the rollout process checklist and all examples used in the book. A Leader's Guide and slides are provided for adopting instructors -- **available from the Web Added Value Download Resource Center at jrosspub.com**

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Editorial Review

Review
Using this rollout process for complex technical projects has enabled me to break project work into logical and manageable steps from kick-off to launch. Following along with the process ensures that I don't miss critical steps that might otherwise be overlooked, and it provides me a guideline for managing complicated work across functional teams. Projects small and large, local or global, and with varying scope can all greatly benefit from the structure provided by the rollout process presented in this book. --**Jennifer Harrison**, Digital Project Manager

Olson has written a wonderful book targeted to agency project managers charged with delivering digital projects. It offers a great blend of classic project delivery methodology in an agency-specific context. I'm going to buy copies for everyone on my team. --**Kirk Mager**, Platform Lead, The Blue Hive

Launching nine different sites across South America wouldn't have been possible without this digital rollout process in place. I strongly recommend it! --**Rafael Eugenio Figueroa**, Digital Marketing, General Motors South America

From the Inside Flap
[[Describes how to create a thorough scope document, gap analysis, budget and requirements documentation, as well as task-level details of a digital project plan [[Delineates the proven step-by-step rollout process that can be applied to any digital project, and how responsive design and mobile first techniques are woven into traditional project management while keeping a rigid focus on planning and communication [[Utilizes a fictional case study to help explain the concepts and steps to building a responsive customer-facing web solution using mobile first methodology, and details how to apply an agile approach to design and development in a setting that demands clear requirements and deliverables [[Explains how information architects work with the creative team to produce a responsive content strategy, when mobile first methodology should be applied within the process, and which deliverables are affected [[Discusses what digital project managers need to know about search engine optimization, analytics, infrastructure management, testing, potential risks, and every aspect of cutover management

About the Author
Taylor Olson is a certified Project Management Professional (PMP) with more than twenty years of experience in the field. She earned her degree in Telecommunications from Michigan State University, and began her career in automotive marketing and advertising. Ms. Olson has worked for organizations of all sizes and has traveled the world to train and collaborate with global team members, documenting digital project management best practices along the way. Over the past several years, she has been helping to build global websites and applications for Fortune 50 corporations. Taylor currently specializes in using content management systems to produce and maintain global web solutions for large corporations operating in multiple countries and languages.

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