

# Proposal Draft from David E. Macek

## **The goals of the website redesign include:**

- Building a clean and attention-grabbing website that clearly showcases products, photos, and events.
- Implementing a simple and secure shopping cart
- A high website conversion rate (i.e. homepage landings to taking action like buying a product) with interactive slider, cross-links and calls to action
- Integrating the website with selected social media platforms
- Creating a form for interested users to contact you with questions on products
- Ensuring that ongoing maintenance and updates of the website are simple and clear
- Creating a base design with a Child Theme that is easily customizable and expandable for future needs
- Harnessing the power of Google Analytics for website reporting on page views, clickthroughs, and other important data
- Using Dropbox to backup all website content on a regular basis
- Using Anti-Spam plugins to increase security for logins and comments

I will install the latest Wordpress features and plugins that will ensure the website loads quickly and operates smoothly. All pages and content will be submitted on daily basis to major search engines for search results.

## **I will work with you to identify the following:**

- A design that represents your brand and values
- A page navigation that addresses your marketing and communication needs
- Easy ways to integrate and engage with Social Media pages
- A strategy and training for ongoing maintenance of the website

## **Website Design Package Deliverables**

All of the items below will ensure that the website utilizes the top features available to nonprofit websites. The WordPress platform will allow your website to evolve over time and take advantage of the thousands of third party developers.

- Custom graphic design with tailored navigation
- Secure Shopping Cart
- Event Management Plugin (if needed)
- “Contact Us” Form
- Blog Setup (if desired)
- Google Analytics & Google Webmaster Tools Setup
- Custom page templates for home page, blog, inner pages & product pages
- Social Media Profile/Feed Integration
- Creation of XML Site Map
- Responsive Design for desktop, tablet & mobile

## Proposed Timeline

This is a rough estimate of a timeline based on our discussion. It can be adjusted if needed (i.e. later start-date, shorter/longer period between draft and final design).

- **Prior to May 12th:** Proposal Reviewed, 25% Payment Received
- **May 12-18:** Website copy (navigation/content) and design are drafted
- **May 19-28:** Website copy and design are finalized
- **May 28:** Final Design Approved and Launched
- **Post May 28:** New product images and details are received and uploaded

## Cost

- **\$1,200**
  - Includes layout/content organization, design, shopping cart (plus all new products to be added in first phase), and training for future maintenance
- **25% due at start of design**
  - Checks Payable - David Macek
- **Added Costs**
  - WPEngine.com, hosting company @ \$29/month.

## Website Details

**Canvas Theme (Option 1)** - “Canvas will let you customize the style and typography of most elements in the design. Packed with 100+ options, it will help you on your way to achieving the look you want, without touching any code.” (See more at <http://www.woothemes.com/products/canvas/>)

**Divi Theme (Option 2)** – “Say hello to the **smartest** and most**flexible** theme in our collection. Divi is the most powerful theme we have ever built, and quite possibly the only theme you will ever need.” (See more at <http://www.elegantthemes.com/gallery/divi/>)

**WooCommerce Shopping Cart Application** - “WooCommerce 2.0+ has been fully security audited by the leading WordPress security firm Sucuri to ensure it meets the highest WordPress security standards possible.” (See more at <http://www.woothemes.com/woocommerce/>)

**Key Plugins** (Enhanced Features for the Website - it’s okay if you don’t understand this.)

- Google Analytics
- Google Analyticator
- Google XML Sitemaps
- All-In-One SEO Pack / Wordpress SEO
- Wordpress Database Backup
- Custom Sidebars
- WP Super Cache / W3 Total Cache
- Contact Form 7
- Contact Form DB
- WooSidebars
- Canvas Addons
- SI CAPTCHA Anti-Spam
- Auto Tags
- Related Posts Plugin
- The Events Calendar
- Features (WooThemes)
- Testimonials (WooThemes)
- Simple Full Screen Background Image