

**BREWROOM**

# Website Proposal for Town of Amherst IDA from theBREWROOM

Submitted on March 11, 2024

# Let's Create!

## Website Design and Development Project Proposal from theBREWROOM

Thank you for considering theBREWROOM for your online marketing needs. We love nothing more than to meet new people and help them achieve their goals and dreams. Yeah, that might sound cheesy, but it's true. We love to help people.

### WE BELIEVE IN A HOLISTIC APPROACH TO ALL ONLINE MARKETING PARTNERSHIPS

We recognize that it takes a holistic approach to make any online marketing project a success. This means that you need to look at it from all angles, including what's going on with your website, your distribution channels, and your audience. Failure to do so usually results in less than the desired outcome.

You need a new website and theBREWROOM creates websites. Sounds like a good pairing. Well, it isn't as simple as that. There are several things to keep in mind when you launch a website. And you need to choose the right partner. Your website is your storefront, your face to anyone who is looking for decision-making information about you online, or for the services and products that you provide. It is critical that this digital storefront display your business and the goods and services that you sell in a way that draws the visitor in further - whether that be into your physical store, or deeper into your site to learn more, or to even make a purchase, or inquire about a purchase.

Here is what we propose...

# Before we begin

## What you need to think about for a new website

### Here are some important things to keep in mind when creating a new website:

1. Your site needs to **accurately** reflect your **brand** – both **visually**, and in **tone** and **voice**. If you're fun, serious, or caring – your website should reflect that. If you're edgy and bold, then it should reflect that instead.
2. Your site needs to portray the level of **service** that you provide to your customers. If you look like you provide a **high level of service**, then people will see **value** in what you do.
3. Your site needs to be **mobile responsive** (mobile friendly). It needs to look good as well as perform well on devices of all shapes and sizes.
4. Your site needs to be **fast and secure**. People have no attention span these days, and a slow website will cause people to go away. If you choose to use our hosting services, we can help ensure that your site is as **fast as it can be**, while also ensuring that your site is **backed up** on a nightly basis and has a **valid SSL certificate**.
5. Your site needs to be easily found via search engines, and via other local search platforms. We believe that **SEO** is a part of **EVERY** web design and development project. What's the point of a pretty website if nobody can find it?
6. Your site needs to be **easy** for people to **navigate**. Think less about the getting people to click around on your website more, and think about getting your users to the important they they want as quickly and easily as you can. Let's make it easy for people to find what they need or want.
7. Your site's **content** should be updated on a regular basis to keep things **fresh**, and to draw in **new visitors**. New content makes you look like you are the **subject matter expert** that you are. Search engines, and searchers like that. You should think about a content marketing strategy – like, now! We can help with that too. You should also be able to easily manage the content on your website, and not need a computer science degree to do so. We build every website with the plan of handing it over to you to manage, and will **train your team** on

how to do it.

8. We believe your website should be **ADA and WCAG Compliant** so that it is accessible to as many people as possible.
9. You need to **love your new website**. In the end, you need to be **happy**. Your customers will thank you for it.

# The Plan

Let's work together to become a team in identifying the online marketing objectives your businesses. These are the key element and stages of all of our website design and development projects. These elements are listed in the order in which they will occur.

We will have scheduled video meetings or regular calls with your team and ours throughout the project. We prefer to talk about things that need to be discussed rather than just email back and forth. We will also create a shared drive and documents that we can use to collaborate on content as well as to collect project assets.

Our team uses a project management tool to keep track of project progress. We do not expect you to need to use it, but we have used it with clients in the past if you think it would be helpful. Either way, your dedicated project manager will keep you updated on progress as well as the status of any deliverables from our side or yours. A detailed timeline will be provided after the website kickoff call is completed and we have a chance to more thoroughly discuss your project with your team.

## Strategy

We will sit down with you and map this whole thing out. Let's talk about your goals for this site both now, and in the near future. What do you want it to do for you on day 1 when it is live? What do you foresee it doing a year from now?

### **What we know:**

The primary goal of this project is to create an Economic Development website that provides a front page to AIDA and AED existing static websites under the URL - [www.AmherstLeads.com](http://www.AmherstLeads.com).

The website aims to achieve several key goals:

1. To employ the latest in creative technology
2. To present an updated, visually compelling, user-friendly online resource for our target audiences
3. To make the site visually appealing with an attractive mix of text,

- photos, videos, and graphics
4. To capture visitor information and develop a customer relationship management (CRM) program that engages repeat visitors
  5. To provide easy electronic access to public information for use by the target audience
  6. To create the site with functionality for reporting and tracking analysis
  7. To create a site where in-house staff can easily maintain the content
  8. To utilize best SEO practices to increase our site rankings in searches
  9. To function across all current platforms (desktop, tablet, mobile)

The website will be developed with these in mind - which fall in line very well with our process:

- **User-Centric Design and Storytelling:** The website should prioritize user experience and storytelling in its design and development process. It should engage visitors with compelling narratives and intuitive navigation.
- **Responsive and Cross-Browser Compatibility:** Ensure that the website design is adaptive, providing seamless compatibility with the latest web browsers. It should also be responsive, offering optimal viewing experiences on desktops, tablets, and mobile phones.
- **Multimedia Integration:** Create an appealing blend of text, images, graphics, and videos while maintaining a consistent visual identity across the site.
- **Modern Web Design Trends:** Incorporate the latest trends in web design, focusing on performance optimization, minimalistic navigation, and the possibility of using moving or video backgrounds.
- **Intuitive Navigation:** Implement a user-friendly navigation structure. Information should be logically grouped and easily accessible, with users able to find their desired content within a maximum of three clicks.
- **Form Functionality:** Include features for various forms such as automated job postings, email newsletter subscriptions, information requests, and resume submissions/job applications. Consider integrating third-party tools for these services if necessary.
- **Fast Loading Pages:** Design web pages to load quickly, following industry standards and best practices. Ensure that the site functions smoothly without requiring users to install additional plugins. Embed video content directly into the site where applicable. We also make sure that you're on high quality hosting, as that has a huge influence on site/page speed.
- **Search Engine Optimization (SEO):** Implement on-site search

capabilities and optimize the website for relevant keywords to enhance its visibility in web searches. SEO is one of our core services, and we build every website with SEO in mind.

- **Licensing and Ownership:** Clarify the licensing arrangements for software and related components used to maintain the site, whether it will be managed internally or externally. All content, software (aside from licenses and plugins owned by their creators), and the site's architecture will be the property of client.

## Site Architecture & Planning

We will create a sitemap and outline of all pages of your website. This will serve as the roadmap for the rest of the project. From here, we will know exactly what pages will need to be created. This is something that we will go over with you prior to moving forward with any design steps, as we want to make sure we're all on the same page when it comes to what pages and content are needed on the site, and how they are all connected.

At this point in the process we also establish the communication plan as well as gathering of requirements (images and other assets) and work on a timeline for the project.

## CONTENT DEVELOPMENT

Based on the site architecture, we will need to work on the content of your new site. Maybe the content on your existing site will do? Maybe it won't. But let's review it together and get your content where it needs to be to accurately reflect the work that you do. This is hugely important and needs to be done early on in the process.

We present the site architecture in an interactive format that makes it easy to visualize and change the map of the site by our team as well as yours. You will not be required to purchase any software for this.

This part of the project is critical to the rest of the project.

We assume that you will be providing the content, but we can help guide you on what you'll need.

We usually recommend putting all of the content into a shared Google Drive

document. This allows us to all have access, track changes, etc. We can set up the shared drive, unless you have a different preference.

**We can not start designing the site until we get a clearer picture of what the content will be for the site.** We ask that we receive at least the home page and one inside page of copy (service, product, etc), and maybe a bio page if we are building out staff profiles.

We also will not build the actual site until we receive the **final approved content**.

## Wireframes

Before we design the "pretty" version of your site, we want to make sure we're all on the same page in terms of structure, on-page elements, and everything else that will need to go into the actual design and development of key pages of your site. This is why we do wireframes. It will give you an idea of what elements will be on these pages, without having to dive straight into the design and getting hung up on colors, images, etc...

We are glad that you outlined this in your RFP, as we greatly prefer to do wireframes on website design projects as you requested.

The wireframes are created in Adobe XD and will be shared with you in PDF format so that you can view and share with your team as you see fit. You will not need to license any additional software in order to view the design files.

We require wireframe approval prior to moving forward to the next phase.

## Concept DESIGN

Here is when things start to look good. Based on the wireframes, we take your content and your goals for the website and actually design the look and feel for key pages of your website. Here is where you'll know exactly what things will look like.

### What to expect

We always provide two design options that could both work for your new site. You can then choose a direction from those two designs or a mix of the two -



which happens a lot of the time. Our designer would then go back and make any adjustments to the design as needed, based on your feedback, and present what normally is the final design of the site. We understand that you may need additional rounds of design changes, but this is quite rare in our experience, especially after doing wireframes and after presenting a first pass at design revisions. Sure, there might be some little changes here or there, but the overall look of the site is set at this point. Once the design is approved, we will move on to the next phase of the project. That said, our estimate accounts for up to 3 rounds of revisions in the design phase.

The designs will be shared with you in PDF format so that you can view and share with your team as you see fit. You will not need to license any additional software in order to view the design files.

Note: We do not design every single page, as many pages will have the same "look" as other pages that we are designing. Generally, we include the home page, a key services or product page, and an "about" page. We will plan on designing the pages that were included in the wireframe part of the project. If you would like to see more than what we plan to show you, just let us know and we'll figure something out.

## **Development & Testing**

### **It's time to start building!**

Once the mockups are approved, we will start developing your website on our server. There is no need for your live site to be disrupted during this process as we set up a development/staging site for us to work on, and we will host it. Once the site is fully developed and reviewed by our team, we will present it to you for review. We test your website on all major platforms, browsers as well as different browser widths to make sure it looks good in all scenarios.

We usually build out the entire website for our clients rather than expect them to build them. This usually works out to be the best and most efficient way to build out a full site as there are design decisions to be made on some pages, and not all pages are included in the original design phase (for example, the contact page, etc). We find it best that these pages be created by our design/development team to save time and keep things within the same design structure as the rest of the site. We can and have however pass(ed) over pages like blogs, news, staff profiles for your team to input and will include that as an option in this proposal. We do not recommend handing the entire site over to you to develop on your own.

Once the testing is done, we'll be looking for your approval to go live. There may be some things that you want to adjust here, but this is past the time for changing design. If you want to make structural changes to the site and pages of the site, we may need to scope those changes and provide you with change order estimate. This happen quite rarely, as most adjustments are usually minor, but it can happen once in a while where we will need to take a few steps back and spend additional time and resources on your site's design and re-develop some pages or elements on pages.

We build most of our sites on WordPress. As a matter of fact, we've built 100's of them on WordPress at this point. It is a content management system that allows you to manage your website yourself going forward. We also build your site in such a way that you do not need to be a website developer to be able to manage it. You shouldn't need to, and don't need to know how to code things yourself if you need to create a new page or edit an existing page. You will receive thorough training on how to edit and manage your new website.

## TRAINING

As we already know, you will want to be able to edit your website yourself. You shouldn't need to contact us to edit copy, images or other simple elements on the site. So, we will do a live training with you to show you how to each of these things on your own.

We always build our websites with the idea in mind that we will hand this site off to you to manage it yourself. You don't **NEED** to use us to make edits on the site. But, you **CAN** use us if you prefer it that way. We can make sure that we're keeping things updated on a regular basis, including daily backups, software updates, and user testing. Either way, we can train you on how to edit things on the website yourself, and the best way to keep your site up and running, and healthy. Yes, that is **extremely** important. You want to make sure that your site is in good shape in terms of updates to the software that is being used on your site. Failure to do so can result in sites doing down for a host of reasons (hacked, unsupported software versions, etc).

## Final Step: Let's Launch

Once the development site is approved, we will push your site live. You can

host the site on your own hosting, or we can do it for you. Totally up to you. If you want to host it yourself, we will likely offer our opinion on the best places to host your site. We want to make sure that your site performs the way that we built it, and is safe and secure. Should you choose to not host the website with our services, we have a shortlist of hosting providers that we prefer, which we can present to you.

We will monitor your site for 30 days for anything that may need to be adjusted once the site goes live. After that, if you are not using us for maintenance, edits to the site will fall outside of the scope of the initial project.

## But, wait. What's next?

Your site is live. Now what? Please note that we can help you once the site is up and running.

- **Is SEO a priority?** We provide ongoing SEO services that can help push you ahead of your competitors in search results.
- **Content Strategy:** Are you planning a content development strategy? Can we help with that as well?
- **Email Marketing:** We are a Mailchimp Partner and Sam is on the Mailchimp Customer Advisory Board. Do you need help with your email marketing? Maybe we can chat about that as well.

We should talk about what happens next. We want to see you succeed, so let's work together to make it happen.

## Measure, Analyze, Improve

With every website we build, we include Google Analytics and submit your website to Google and the other major search engines. We also install our favorite SEO and measurement tools on the site for you so that it's set up for when the site goes live. We then give you access to your data, so you can measure the success of your new website.

Should you choose to work with us in an ongoing capacity, we can also help you continually build upon your site's content through an ongoing Search Engine Optimization (SEO) campaign.

## Website Maintenance & Security

If you like, we can take care of routine website maintenance and small website change requests for you. We do this with a lot of our clients who wish to rely on our expertise to make sure the website is in good shape and that the software behind the site is up-to-date and monitored. We can also help take care of minor site edit requests. If something would fall outside of this maintenance retainer, we will let you know. The level of the retainer depends on the amount of time you think you might need us for in order to help you maintain the site. If you just want us to make sure software tools are updated and have a small edit or two a month, then you'd be on the lower plan. If you think you need us for more such as adding events, people, regular news posts, etc... then we would recommend the upper level package. If it turns out you need us for more, then we can talk about a custom package, or bill hourly for anything outside of the retainer.

Should you choose to have the website hosted with us, we provide daily backups as well as additional site security/hardening measures to protect your website from hacking, malware and other threats.

## Web accessibility remediation

According to ADA Title III, every business website has to be accessible to people with disabilities, or it will be at risk of being sued and facing unnecessary legal expenses. We recommend use of our AI and machine learning web accessibility solution to solve this problem. According to our research, this is the most affordable, effective, and simple solution on the market today.

Our service provides:

- ADA, WCAG 2.1 Level AA& Section 508 compliance.
- An accessibility statement and certification of performance.
- Ongoing maintenance involves a re-scan of your website every 24 hours.

Because we feel that your website should be able to be used by everyone,

you will need to **opt out** of this functionality via this proposal if you do not wish to include it in your project. If you choose to leave it in the project, there will be a yearly licensing fee that is associated with it, which is outlined in the Investment part of this proposal.

# Meet Your Team

## Who will be working on your project?

You will notice that we are two companies, but we operate as one. theBREWROOM and Telesco Creative Group have been working together for 8 years now to the extent that we actually share an office space. theBREWROOM does the development work, and Telesco Creative Group does the design work. You would not need to worry about who is billing you, as we will handle that on our end. We just don't have to pay each other when there isn't a project on which we are collaborating. Just know that we are a senior team with a lot of experience and you will have us for the duration of the project. We do not hand off or sub out the work to other entities.

### Sam Insalaco

**Title:** Owner, theBREWROOM

**Project Roles:**

- Search Engine Marketing (SEO, Paid Search)
- Technology Direction & Strategy
- Account/Project Management
- Website Development

### Mike Telesco

**Title:** Owner, Telesco Creative Group

**Project Roles:**

- Marketing Strategy
- Creative Oversight

### Kim Stacy

**Title:** Creative Director, Telesco Creative Group

**Project Roles:**

- Website Design
- Website Development

### Shaylin bruder

**Title:** Marketing Coordinator, theBREWROOM

**Project Roles:**

- Lead Account/Project Management

- Account/Project Management

- Website Content Population

# Work Samples

## Want proof?

Do you want to see some examples of our work?

## Check out some of our work:

--> <https://thebrewroom.com/work/>

--> <https://telescocreativegroup.com/work/>

*Please keep in mind that our clients all have access to edit their websites, so they may not look the same as when we first launched them.*

We wanted to specifically present several recently launched sites that may not have made it onto the portfolio yet!

<https://mitchelldesignbuild.com/>

<https://eastaurora.coop/>

<https://southtownsradiology.com/>

<https://uniland.com/>

<https://deltasoniccarwash.com>

## References:

- Rena Labue – Mitchell Design Build – [rena@labuemedia.com](mailto:rena@labuemedia.com)
- Jessica Armbrust – East Aurora Coop – [gm@eastaurora.coop](mailto:gm@eastaurora.coop)
- Dan Strauch – Southtowns Radiology – [dstrauch@sraimaging.com](mailto:dstrauch@sraimaging.com)
- Ryan Weisz – Uniland Development Corporation and HANSA Workspace – [rweisz@uniland.com](mailto:rweisz@uniland.com)
- Kim Allen – Delta Sonic – [kimallen@deltasoniccarwash.com](mailto:kimallen@deltasoniccarwash.com)



## Timeline / Project Timing

Website projects the size of this project typically take between three and four months to complete based on our process. A more specific timeline will be provided once we kick off the project.

# Investment

What does it cost to do it the right way?

## SO WHAT'S THIS PROJECT GOING TO COST?

The following estimate is for the design and development of a new website for Town of Amherst IDA.

The estimate covers project management, creative / design, development, and licensing for the software tools that we use to build the site. Any out-of-pocket costs like travel, photography, and video production are not included (see more below). There may be additional fees (one-time and/or annual) for additional software needed. We will let you know if any additional fees will need to be incurred.

All of our proposals and estimates are presented as a price range as there are many variables that can occur at all phases of projects such as these. Some time pages are added or removed. Other times we try to do something really great or interactive on a page that requires a little more time than we anticipated before we really get into the project. The idea behind the range is to give you an idea of what the low end of the project would look like, as well as a potential high end price. We find that most of our projects align with the lower end of our estimates.

Hourly rates range from \$100 to \$135 per hour depending upon the task/party responsible.

Our Typical Payment Terms:

- 40% due upon agreement
- 40% due upon approval of design
- 20% due at site launch

Website Project Estimate

One-time Project Fees/Costs

---

<b>Website Design &amp; Development</b> Includes wireframes, concept designs, website development, testing, launch Range: \$21,000 - \$28,250	<b>\$21,000</b>
--	-----------------

---

<b>Software Licensing</b> Cost of anticipated software licenses Range: \$700 - \$1,000 We would need to further scope the functionality needs of the site before we can finalize these numbers	<b>\$700</b>
---	--------------

### Monthly Recurring Fees

<b>Website Maintenance - Basic (optional)</b> <b>OPTIONAL</b> Ongoing maintenance work on your site. See previous page for description.	<b>\$125 /month</b>
--	---------------------

---

<b>Website Maintenance - Enhanced (optional)</b> <b>OPTIONAL</b> Ongoing maintenance work on your site. Additional time and services needed for more regular edits and additions to the website. See previous page for description.	<b>\$250 /month</b>
--	---------------------

---

### Yearly Recurring Fees

<b>Hosting</b> <b>OPTIONAL</b> Fast, Secure, WordPress-optimized website hosting with daily backups. This is highly recommended to ensure that your website stays secure and performs the best it can.	<b>\$600 /year</b>
---	--------------------

---

<b>ADA Compliance Plugin</b> * if you decline this feature, theBREWROOM and all of its' affiliates or partners will not be held responsible or liable for any lawsuits, damages, or other legal or negative effects caused by not complying with US and international accessibility laws, regulations, and requirements.	<b>\$500 /year</b>
--	--------------------

---

<b>Software Licensing (estimated)</b> This is the estimated amount for plugins and tools needed to build and maintain your site. We will know more once we start to build out the actual site.	<b>\$250 /year</b>
--	--------------------

---

**One-off Total** \$21,700

**Annual Total** \$250/year

## Search Engine Optimization Services

### SEO Campaign

SEO Monthly Retainer

\$800 /month

OPTIONAL

Monthly SEO includes strategic edits to core SEO elements on the website, Google Business Profile optimizations, site authority building, monthly reporting and monthly 30-minute status call and more. We can provide a full SEO estimate if you would like to discuss further.

*SEO plans start at \$800 per month  
6 month minimum engagement  
recommended.*

---

**One-off Total** \$21,700

**Annual Total** \$250

### What's **not** included?

- Photography - unless otherwise indicated, the cost for photography or stock images is not included in the scope of this proposal. Should we need to use stock imagery, we invoice for the licensing fees for each image used.
- Video production - need videos? We can help you with that, but this is not included in the scope of this project.
- Web hosting is not included as part of the development project unless you include it via the line item option listed above.
- Software licensing fees (beyond what is mentioned above) - sometimes we need to add more functionality as we learn more about your marketing objectives throughout the process. Software licensing usually involves yearly license renewal fees to keep software up-to-date and secure.



# Let's Get Started!

## Next steps

If this all looks good to you, and you're ready to get started, you can approve the proposal right now.

1. Sign below by typing your name and hitting 'Sign This Proposal'
2. We'll arrange the initial meeting to get started.
3. We'll be in touch with your invoice details and will set up billing.

Have questions still? Want to make some adjustments? Let us know by shooting us an email to [grow@thebrewroom.com](mailto:grow@thebrewroom.com).

# Hey, thanks...

Whether you choose to work with us, or not. We just want to say thank you for the opportunity to learn more about you, and your project. We do hope that you choose us, but we know that we can't win them all! If there is anything that we can do to help refine this proposal for you, please let us know ->> [grow@thebrewroom.com](mailto:grow@thebrewroom.com)

Sincerely,

A handwritten signature in black ink, appearing to read 'S. Insalaco', written in a cursive style.

Sam Insalaco  
Owner, theBREWROOM  
[sam@thebrewroom.com](mailto:sam@thebrewroom.com)