Town of Amherst IDA RFP
(Website Design)

March 14, 2024

Integrated Marketing

bbgg

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BBG&G is a Subchapter S Corporation, registered within New York State in 1997. We are certified as a woman-owned business (WBE), small business (SBE), a WOSB and DBE.

3020 Route 207, Suite 101, Campbell Hall, NY 10916

We're not your typical web development agency or marketing firm.

BBG&G is a full-service integrated digital agency that's been a part of the New York State business community for 27 years. We have a creative and nimble team that prioritizes research, cost-effective results, and client service, and consistently achieves success with web development, multimedia marketing, and digital campaigns.

Our experience includes municipalities; economic development agencies; regional councils of government, tourism entities; county DMO's; transportation; education; finance; and other state agencies.

We will help the Town of Amherst Industrial Agency (AIDA) and the Town of Amherst Economic Development Department (AED) position the town for the future, and provide the kind of fluid, compelling, interactive and accessible web experience and seamless access to constantly changing information today's viewers demand.

I am personally available to answer any questions you may have.

Best regards,

Deborah Garry

Deborah Garry, President & CEO
BBG&G Advertising, Inc.

Web Development

Web Development Services since 1998

We provide the tactical planning and creative development of websites and digital marketing programs needed for effective communication, and offer extensive experience in working with B2B and B2C clients.

Our digital & web development team is in-house, and regularly provides web design, development, maintenance, hosting, administrative support, digital, social,and automated marketing services for our clients. Within our team are creative, technical, and administrative professionals that can supply the full range of web services and support requested in this RFP.

We employ the latest in creative technology, including AI, for compelling website experience and efficiency.

Responsive & Adaptive Web Development & Design

BBG&G provides development of adaptive, responsive websites that conform to an optimized user experience on desktop, tablet and phone devices and work effectively across all platforms. Page elements are laid out according to best practices and the interests defined during the planning process with our clients.

Our typical process includes a number of discovery and planning discussions followed by delivery of approved documentation in the form of Information Architecture, Functional Specifications and Wire Frames; a design and build process followed by a soft launch review of the site in progress which is benchmarked against the specified documentation above; and finally the public launch of the site accompanied by CMS instructions and training.

We will work closely with your team to incorporate your current branding and maximize existing visual assets.

BBG&G's UI / UX Web Approach

We base our web development methodology on the UX (User Experience) and UI (User Interface) model, creating websites around the kind of experience we want your users to have.

This emphasis on initial research sets us apart and leads to innovative design and navigation solutions for our clients.

Flexible Design

BBG&G will create a clean and modern design for the Town of Amherst IDA's new website. The use of interactivity, video, photos, graphics, and animations will greatly enhance the user experience while providing a high-end look and feel for your audience.

Our design methodology utilizes modules and a well thought through strategy for page hierarchy and template design, allowing for easy addition of new pages, subsidiary pages, content, and functions.

Each module can be customized to suite the needs of the project as well as support your brand standards and overall site design. The new site will incorporate built-in SEO tools and features for security, protection, and ADA Compliance.

Intuitive Navigation

Information Architecture is then crafted to support the desired User Experience, and engineered to provide the structure needed for the optimal ease of use, access of information, and clear logical navigation. Navigation will be organized in collaboration with AIDA's and AED's needs and aligned with your desired page types and user goals.

The website will have a site map page that is produced from parent content items that will present as pages.

Web Development

Platforms

The key to a good CMS is speed, stability, a short learning curve and the ability to find managed content with ease.

Content Management (CMS)

One of our preferred CMS platforms is WordPress. Flexible, well supported, powerful, customizable, and user-friendly, it provides a sound platform for building unique, adaptive, and responsive web sites, and an accessible user interface for content, image, event, listing, blog, and calendar updates and management.

WordPress provides for all the elements and desired functionalities for your project including embedded audio and video, events, calendars, landing pages, user accounts, admin accounts, various page templates, media management, images, galleries, blog, easy social media integration, integrated forms for sign-ups, ecommerce, ADA compliance, categorized sliders (slideshows) GIS map inclusion, and more.

This CMS allows for responsive, adaptive design; management of large volumes of listings and data; integration of Marketing Automation, dynamic content, and dynamic forms; fluid viewer experience; and an easy and accessible CMS user experience.

Scalability & In-house Content Management

We will develop the site to provide an extremely flexible framework for expansion and customization. The CMS will allow for innovation and support multifaceted content management, providing simple workflow and publishing controls to help your staff better tell your story and make adjustments over time.

You can customize your admin users, setting up unique permissions to specific sections of the site.

ADA Compliance

ADA guidelines will be followed during site build for organization and presentation.

Search Engine Optimization (SEO) Strategy

Our team utilizes current industry standard best practices for web design, structure, and on-page optimization to allow your website to be user, browser, and search engine friendly, and responsive.

We start with a complete SEO audit of your current websites. This audit will point out opportunities for keywords and search terms useful for optimization. We can then utilize these insights when we build your new website making sure we optimize it correctly from the beginning. During this process we will:

- Set up HTML to include titles, keywords, and meta descriptions
- Enhance on-page optimization through careful organization of site structure, content, and navigation links
- Use W3C-compliant XML and CSS coding which allows search engine robots to "crawl" through websites quickly and efficiently

High Performance & Tracking

We develop responsive templates using W3C standards, ensuring that the code functions the same across all browsers and can be accessed via mobile phones, screen readers and text browsers, interactive televisions, and other devices. All our sites are speed tested and optimized for quality for all users.

We also set up sites with Google Analytics and Google Webmaster Tools, which send alerts to us if there is an issue with the crawling process, speed, or mobile compatibility.

Web Development Capabilities

Security

Our sites are developed using best practices for secure environments, including SSL certificates, encryption, security updates, and secure web server processes.

Sites & Buildings (GIS)

We can integrate any ARC GIS maps via embedding the maps into selected pages, or via a plugin. We did this recently for the Capital Regional Council of Governments (CRCOG) and previously for Rockland Economic Development Corporation.

Please note that BUILDING GIS maps is not contained within the scope of this RFP and proposal. AIDA can create maps with https://storymaps.arcgis.com or a similar tool, and we can then integrate maps into the new website. If AIDA or AED do not have anyone on staff to create these maps themselves, we can help you locate/coordinate with a GIS developer.

Integrated Functionalities

Additional functionalities can include:

- A news media section for highlighting news items and stories
- Integrated "comment" forms
- Social media and video integration and feeds
- Search mechanisms
- Calendar and Events
- Easy electronic access to and display of current site information, minutes, forms, etc.
- User roles and admin access
- Easy-to-use analytics

Hosting

We are able to utilize clients' current hosting platforms, or recommend a new solution. Hosting services that we provide supply complete, cloud-based security options that will find and automatically fix threats, prevent future attacks, accelerate website speed, and meet PCI compliance standards. Site security options ensure your websites, visitors, and customers are protected and regular backups occur.

Hosting staff are available around-the-clock for troubleshooting, upgrading, patching, and fixing issues that may arise.

Training

BBG&G offers training, consulting, and web maintenance services for our clients. We will review all interfaces and functionality from a user's point of view with your staff, providing CMS training. We will make sure your staff is completely comfortable managing the site.

We will also provide a training/user guide for your staff. The guide will include instructions for CMS navigation, content creation, content modification, content archiving, and SEO and ADA guidelines when adding images or content.

Site Maintenance & Technical Support

Web maintenance services generally include monitoring the site, making updates pertaining to cross-browser compatibility changes, 3rd party script updates, and debugging and broken links. This is available to you on an ongoing, monthly basis.

Project Management

All of our agency work runs through a web-based project management system. This keeps your projects on time and moving; provides for easy review and feedback, and helps us stay as efficient as possible.

Web Development Capabilities

Our Vision for AIDA & AED

Economic Development

A well-developed website that markets Amherst as a viable business location will be key to your success. According to industry research, websites are one of the leading sources of information used by Location Advisors, Corporate Executives, and small- to mid-sized companies in their initial search for a new site location.

Other vital marketing tools include content marketing to create news and editorials, videos, rankings and surveys, hosting special events and tours, trade shows, and collateral.

Audiences

We understand that your primary audiences include selelection consultants and c-level executives looking for new locations to conduct business.

They, along with small business owners, real estate developers, and entrepreneurs, not only care about the sites and locations you have to offer, but the qualify of life found in your area as well.

Your new web site should convey your unique personality and value clearly and easily.

Recommended Site Content

Key components we recommend including in your new site:

- Demographic and Workforce stats
- Incentives (state and local)
- Recent Improvements and Collaborations
- School information
- Maps of the region, highlighting your strength of natural resources
- Available buildings, sites and specs
- Business Services
- Workforce Development Opportunities
- Quality of life info
- Recreational Assets / Available Lodging
- News
- Target industry information
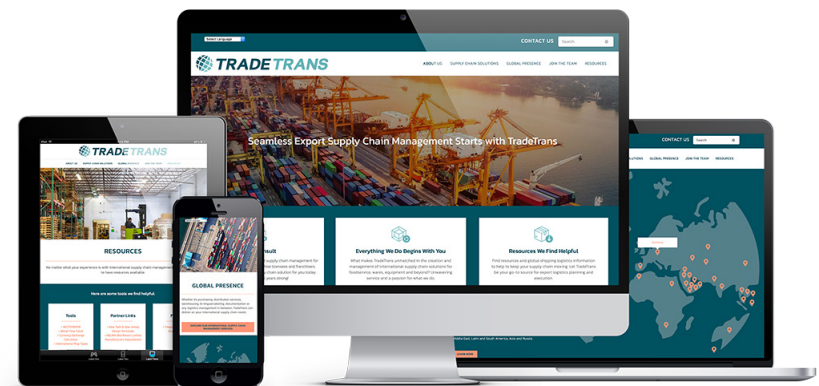- Video
- Contact info

Cases in Point

The Walkway Over the Hudson, NYSBA and CRCOG websites are perfect examples of websites that were designed to serve the needs of several constituencies, provide useful real-time information, and allow staff to update site sections with emerging content.

UX and IA discernment sessions allowed us to pinpoint what was of most value to their audiences. We understood the importance of having homepage alerts for the public, gateways for primary audience segments, and content that highlighted their stories. We completely re-invented their navigation, based on UX strategy.

Web Development

Customer Relationship Management (CRM)

We can incorporate CRM technology onto your website.

Capturing visitor information can be as simple as integrating forms at key locations throughout your website, either using a plugin or a dedicated CRM program. Notifications can be set up to alert key staff when forms have been filled, and, depending upon the solution selected, automated responses can be set in place as well.

We will first need to better understand exactly how your staff desires and intends to engage and interact with repeat visitors, and then recommend a solution.

Marketing Automation – an enhanced option

Using email automation technology can drive conversion rates up to 180% higher than non-automated email sending. Additionally, automated emails generate 320% more revenue than non-automated emails (Campaign Monitor).

For your emarketing campaigns, we can begin our work within your current system, whether ConstantContact, MailChimp, or another common email platform, or integrate our marketing automation software into your marketing program

We utilize Marketing Automation to drive lead generation, facilitate customer segmentation, and provide dynamic personalized content in emarketing campaigns.

Nurture campaigns can help drive new leads, and increase retention and referrals.

Like many places, the Town of Amherst most likely has a multitude of people in its databases. However, we believe it would be safe to say that, like our many other towns, the database represents an inventory of data and information about web users that has not been strategically or systematically mined and used to inform front-end marketing efforts.

Our robust suite of tools would allow us to mine that database, segment them into custom lists, and set up workflows and logical scenarios that would provide SMS and emarketing responses to prospects, based on their lead characteristics, web behavior, and preferences. Leads and notifications can be assigned to specific AIDA staff.

Marketing Automation Recommendations

- Create Dynamic Forms to capture lead data
- Establish newsletters with dynamic content, images, and links
- Segment audiences
- Incorporate a welcome interest email

Our emarketing services include:

- Customer segmentation strategy
- Email nurture and drip campaign strategy
- Eblasts and promotions
- Content development and design
- List management strategy

Generally, we provide marketing automation campaigns outside the scope of a website build. This way we can tailor your automated CMS exactly to your needs.

Web Development Methodology

Web Development Process

Our process includes a series of fluid steps to help articulate ideas, organize solutions, communicate instructions and document those steps for review purposes. We will work collaborative with you to provide the best working experience possible.

- **INTAKE MEETING:** We will partake in direct meetings with Amherst IDA and AED to really get to know the details of your project. We will review goals, clarify desired functionality, discuss the options available, confirm a time frame, and gather all necessary information.

- **NAVIGATION AND SITE MAP:** Determine navigation structure, tabs, menu topics and main link locations in the header, top and footer of page templates.

- **CONTENT:** Conduct copy review; receive existing content and directives for that content to make sure that we comply with all government regulations. We will also identify keywords that are relevant for search engine optimization.

- **DESIGN:** BBG&G will develop design templates for your review. Final templates will include Home Page and Secondary Page designs.

- **DEVELOPMENT:** Development is broken up into three distinct operations – creating the templates, installation and setup of the CMS on your chosen host and web server, and building in your required functionality for your website. Migration of content and images occur at this time.

- **USABILITY TESTING:** A dev/local host site will allow us to test out functionalities and pages and complete any debugging prior to the launching of the site.

Site will be tested for Cross Browser compatibility on the latest browser releases of Chrome, Safari, Internet Explorer and Mozilla/Firefox using available tools.

- o Interface Analysis – All components exist and are in the correct location per approved design templates.
- o Link Analysis – Check and correct for broken links. Check for navigation to appropriate on- and off-page locations. Provide link checker report.
- o Verbiage Analysis – Check and correct for copy typos & grammar errors, encoding errors, foreign characters; verify copy is complete and in correct locations.
- o Functional Analysis – Check and correct page navigation, interactive elements, and dynamic placement of input/output commands. Check and correct for 3rd party application visibility and functionality (Note, we will not trouble shoot 3rd party application internal functioning, only ensure proper setup per their documentation.)
- o Cross Browser Analysis – test for correct or near correct presentation on specified browsers, execute fixes and provide recommendation for situations where browsers do not support design or functional elements.

- **LAUNCH:** After extensive proofing, testing, and your approval to go live, we redirect the domain name to your new site! We will then handle all basic submissions to the most popular search engines.

  Your new website will have all the page templates, navigation, and functionalities as described in the RFP.

- **EDUCATION:** We will review all interfaces and functionality of the CMS, from a user's viewpoint, with your team.

- **ANALYTICS:** We will install Google Analytics code on your web pages for tracking site visitation.

2. Experience of Firm & References

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Overview

Incorporated in 1997, BBG&G Advertising, Inc. brings together some of the best minds in the industry. We built our first website in 1998.

We offer a combination of marketing savvy, insight into and understanding of B2B customer decision making, and a full scope of planning, marketing, media, digital, and creative services unmatched by most other firms.

Our strategies are geared to our clients' customers, including B2C, B2B, and government.

What our clients say about us:

- Creative
- Innovative
- Detail-oriented
- Organized
- Professional
- Consistent
- Talented
- Responsive
- Energetic
- Caring
- Engaged
- Fun

Clear in our messaging ... with powerful results

BBG&G distinguishes itself by the strategic working partnerships we form with our clients.

They tell us we provide a breadth of services and caliber of creative excellence and customer service unmatched by any other agency they have met. This is why BBG&G has become highly respected across New York State as a trusted web and digital marketing agency that brings a unique lens of holistic marketing to our work.

BBG&G's Core Capabilities & In-House Services

Brand

- Qualitative & Quantitative Market Research
- Brand Identity & Positioning Strategy
- Media Research, Planning, Buying & Placement
- Media / Public Relations
- Original Creative Development of all brand assets and marketing materials

Optimize

- Digital display, video, radio, print, OOH, broadcast, and transit advertising
- Social Media campaign strategy, content and management
- Interactive Media and Video
- Website Development
- SEO

Convert

- Direct Marketing, including E-Marketing
- Marketing Automation
- Ad tracking, ROI stats
- Digital benchmarks, stats and ROI
- Social stats and ROI

THE WORK WE DO BEFORE WE DO THE WORK

BBG&G's core competency is our research and planning process and the creative solutions it drives. We stay closely tuned to emerging trends and new industry research to enhance our extensive experience.

Our planning gives our creative work humanity, intimacy, and realness. It's what we call "the work we do before we do the work" — and it works.

PAST & PRESENT WEB DEVELOPMENT PERFORMANCE:

- **Capitol Regional Council of Governments:** Website Rebrand and build.

- **Hudson Valley Tourism:** Award winning regional branding, responsive website, digital marketing, PR, social, video, content marketing, and SEO.

- **New York State Bridge Authority:** Responsive web redesign and build.

- **Ulster County Economic Development Corporation:** A complete branding, web, social, and multi-media marketing program.

- **Rockland County Economic Development:** Responsive and adaptive web development, SEO, social media, international branding and multi-media marketing program, travel trade, micro-site, video.

- **WBEC of NY and Greater DMV:** Award-winning website, market research, branding, marketing strategy, content, digital, social media, video, emarketing and marketing automation, media, tradeshow support.

- **Hudson River Valley Greenway:** Award winning digital marketing, social media, video, influencer marketing, transit advertising, media buying.

- **Destination Marketing Corporation for Otsego & Schoharie Counties:** Branding, research, media planning, award-winning web development, creative design, PR, travel guide, digital, radio, social media, content, SEO, and partner program management.

- **Warren County Tourism:** Award-winning website; operational and consumer marketing research; market planning.

- **Dutchess Tourism:** Branding, research, media planning, award-winning web development, creative design, brochures, TV & video, digital, radio, social media, content, international marketing, and cooperative advertising program management.

- **Taste NY, Columbia County Tourism:** Programmatic digital, SEM, video and social advertising programs.

- **Historic Hyde Park, New York Canal Corporation:** Branding, multi-media marketing programs, digital, and creative design.
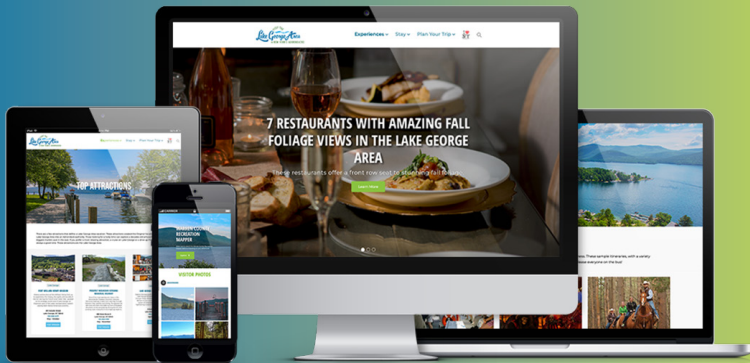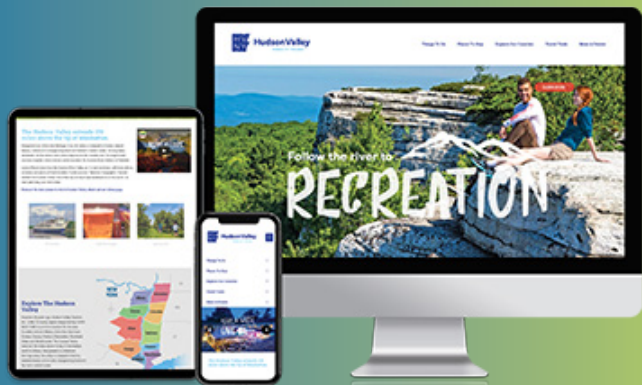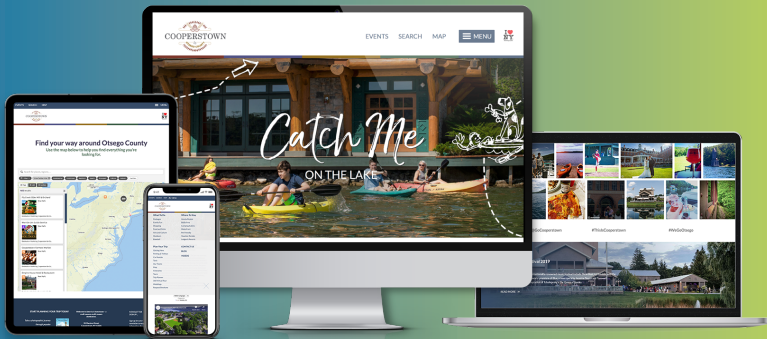
New York State Bridge Authority

Chris Steber, Public Information Officer
New York State Bridge Authority
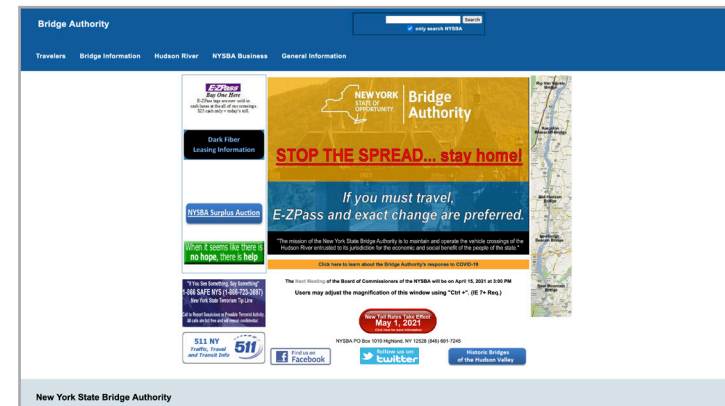csteber@nysba.ny.gov
(845) 691-7245

Web Challenges

- As a state transportation website with ties to New York State, their website had to appeal to different audiences like commuters, bridge historians, donors, and more
- Outdated site design and user experience
- No real CMS
- Lacked capturing the legacy of these bridges and their vital role as connectors within the region
- Not mobile or SEO friendly
- Not ADA compliant
- Inability to provide news updates and alerts in real time

Solution

- Redesigned Information Architecture (IA) and navigational structure according to UX experiential model
- Integrated new functionalities including third-party solutions for real-time traffic alerts and social integration
- Adaptive and responsive, safe and secure
- Built with a highly user-friendly enterprise level CMS
- Transformative design while following strict NYS branding guidelines and hosting
- ADA Compliant
- SEO Best Practices

Before

After
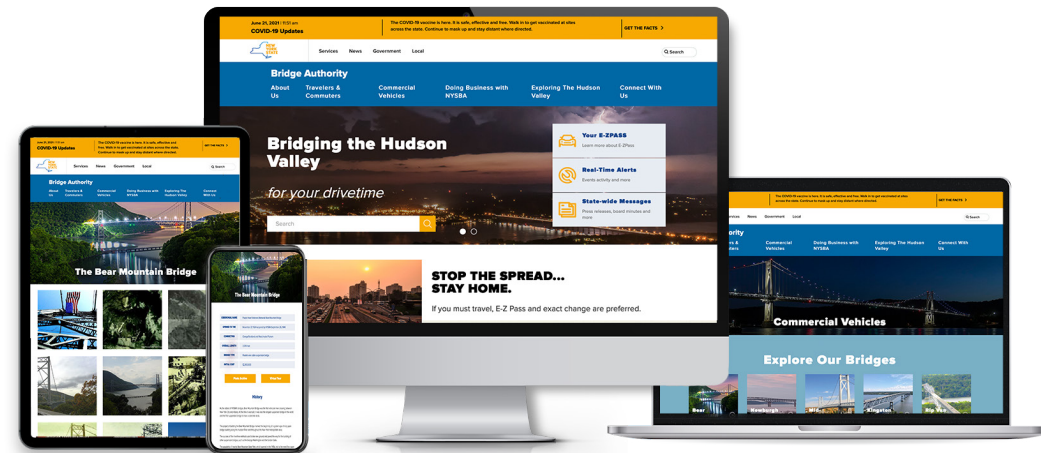
nysba.ny.gov

CRCOG

CRCOG CAPITOL REGION COUNCIL OF GOVERNMENTS
Working together for a better region.

Robyn M. Nichols
Principal Program Manager
Capital Region Council of Governments
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CRCOG (Capitol Region Council of Governments) was formed to initiate and implement regional programs of benefit to the member towns within the 38 Metro Hartford municipalities,

CRCOG sought to collaborate with a first-in-class expert in developing dynamic, user-friendly websites with a demonstrable portfolio in complex website design, advanced online systems content management, search engine optimization (SEO), and mobile-ready website development.

CRCOG selected BBG&G because of our website design expertise and demonstrated track record of helping economic development organizations enhance their online presence and digital reach while providing a user-friendly, online experience.

Web Challenges

The CRCOG staff sought a solution for enhanced organization and retrieval of documents spanning a decade. With a multitude of materials, such as agendas, meeting minutes, reports, studies, and more stored on the site, it became imperative to categorize and tag them on the backend, enabling advanced filtering and search capabilities.

Solution

BBG&G developed a comprehensive document library that facilitates convenient access for both CRCOG staff and the public, ensuring the location and retrieval of important documents.

The new website was designed to increase its social media presence, support its marketing efforts, and help its communities, municipalities, media and the public effectively and efficiently access relevant and current information.

Before

After

crcog.org
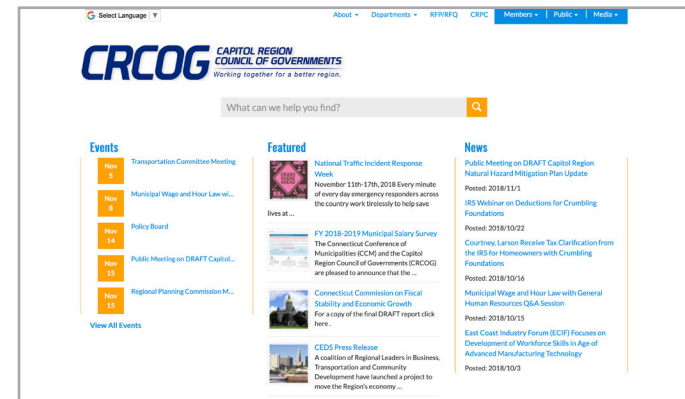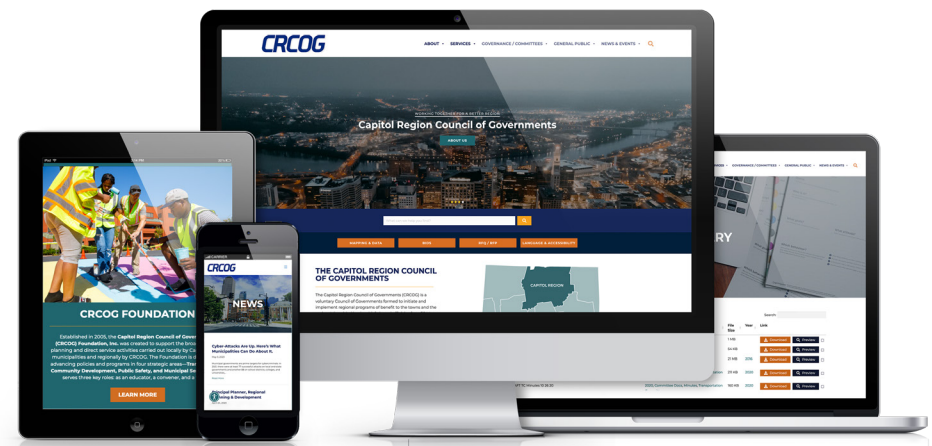
WBEC Metro NY & Greater DMV

Sandra Eberhard, President & CEO
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(917) 499-7724

WBEC needed a marketing partner with the capacity to conduct marketing research, develop a strategic marketing plan, and execute rebranding and communications to help the organization understand the current landscape and drive growth.

We developed new branding, brand guidelines, key messages, an updated brand voice, branded templates, and branded materials to drive brand consistency.

A completely redesigned and rebuilt website vastly improved user experience and engagement.

Marketing efforts built around data and survey insights continue to align messages with prospective and current WBEs interests and needs.

Results

- **New website users went up 841.5% since implementing new social media campaign and launching new website**
- According to follow-up survey, improved awareness of WBE small- or Black-owned businesses and diversity
- 47% increase in LinkedIn pageviews
- 67.4% increase in Facebook reach
- 152% increase in Instagram profile visits
- 52% increase in search engine optimization score
- Email campaigns consistently exceed the industry benchmarks with an average 30% open rate and 6% click-through rate

Scope of Work

- Qualitative & Quantitative Research
- Research Summary & Insights
- Branding, Marketing Strategy & Planning
- Website Design & Rebuild
- Social Media & Digital
- Video
- Content Marketing
- Marketing Consult
- Branded Tools, Collateral, & event materials
- Emarketing & Nurture Stream/ Drip Campaign Strategy & Implementation
- Marketing Automation
- Creative Design

www.wbecnydmv.org

Project Team

You will find us a committed, engaged, and transparent partner.

We follow an on-boarding and client service process that includes initial kick-off meetings, weekly status meetings, and 30, 60, and 90 day check-ins.

Deborah Garry
CEO & President

Sets strategic direction and maps out brand tactics for our clients; oversees market research, intake, UX web strategy, planning and all creative and marketing implementation.

Ensures marketing campaigns are delivered on time and in budget, as well as stay on target and drive successful attainment of client objectives.

Certified in Marketing Automation and Account Planning

Peggy Brunetti
Director of Agency Operations

Supervises communication amongst our clients, our staff, and our vendors, and smooth expedition of workflow. Oversees agency finances, billing, and payables.

Thirty plus years experience in managing and directing operations.

Tracy Decker
Administrative Assistant

Handles our bookkeeping, coordination with vendors, scheduling and reporting. Supports the account team on budgets and administration for our clients.

Twenty plus years experience in managing A/R and A/P, office management, and administration.

3. Project Team

Alyssa Maroney
Creative Director

Oversees the creative development of all marketing materials ensuring brand consistency.

Leads and manages all design, video and website projects from start to finish.

Robbie O'Quinn
Marketing Automation Specialist

Develops digital and emarketing strategy, including nurture stream and drip campaigns. Designs digital campaigns, websites, ecommerce, and emarketing.

Kayla Lloyd
Marketing Manager

Acts as primary contact person for her book of clients.

Oversees client work on a daily basis, ensuring brand alignment and consistency, budgetary and deadline compliance, transparent communication between client and agency,and implementation of marketing strategy.

Meredith Muegge
Copywriter/SEO

Crafts client web and content marketing strategies and messages. Analyzes consumer psych- and demographics to create messages that inspire action.

Identifies and implements content strategies for SEO and website development.

Amanda Escaba
Web Developer

Assists in website development and production, digital and interactive design, SEO audits and updates, website maintenance and overall website support.

Silvia Marin
Social Media Manager

Develops social media and influencer marketing strategies to increase awareness, drive attainment of client goals, and positively impact brand impact. Manages our clients' social media campaigns across several platforms.

Conducts marketing research and analyzes digital data to meet client's objectives.

Project Budget/Cost

Cost Summery

Website Development Package

We expect to design and build a 15-20 page site within the requirements outlined in the RFP. Photo and content assets will be provided by AIDA. We can also provide certain relevant imagery from stock photography, or, if necessary, attain photo assets through a photo shoot.

Deliverables

- Initial Consult, Intake & Planning
- Functionality – Review and confirm desired functionality and components
- Navigation and Site Map – Review and assess desired navigation structure, tabs, menu topics, options, and main link locations in the header, top and footer of page template
- Identify keywords within content relevant to search engine optimization
- Site Design & Development; Content Review
- Update content as needed
- Database set up & module additions
- Adapt templates to be fully responsive across all devices
- Install third party solutions, as needed
- Integrate forms and functionality as outlined in the response
- Content Integration and migration
- Troubleshooting & Testing
- Launch
- Account Service & Project Management

Web Build Services: $ 20,000 - 30,000
(estimate will be further refined with clearer definition of site scope and number of site pages.)

Site Maintenance

Initial site maintenance and consultation will be included with the proposed solution within the web build budget for the first month post site launch (warranty phase). This will include general inquiries, technical assistance, software updates, functionality defects, coding errors, software bugs and associated development repairs not discovered during the project development period.

Staff Training

BBG&G offers training, consulting, and web maintenance services for our clients. We will review all interfaces and functionality from a user's point of view with your staff, providing CMS training. We will make sure your staff is completely comfortable managing the site.

Besides providing training, we will also provide a training/user guide and video for your staff. The guide will be a PDF document. The guide will include instruction for CMS navigation, content creation, content modification, and content archiving. An ADA guideline summary for content management as it pertains to this system will also be included. Initial Training is included within the web project cost. (3-4 hours)

In particular, the guide addresses:

- Content setup
- Adding and deleting pages
- Editing page templates
- Adding content (text, logos, video, icons, images, photos, maps, news, downloadable documents)• Styling (theme colors, menu locations, typography)
- Page template use
- Accessibility (ADA guidelines)

Additional Costs

Additional Web Site Costs

- Hosting & Security: $400 - $500/year
- CMS Theme License: $100/year
- Plug-ins (not all may be required):
    - o Email & Text Message Notifications: $55/year if needed. (Some ESPs, like ConstantContact, have a free plug-in to integrate with WordPress – in these cases it would be free)
    - o Fillable Forms: $ 75/year
    - o Event Calendar & Registration: $198/year plus tax
    - o Agenda & Meeting Minute Management: $100/year
    - o ADA: $500/year
    - o Payment Software: $300/yr
    - o Document Library/Archive: $160/year
- Stock or Original Photography: TBD, if needed
- Marketing Automation: TBD, if needed

Ongoing Web Maintenance & Technical Support

Once your website is complete, we can coordinate a monthly web maintenance plan that works for you and that will keep your site running smoothly.

Web maintenance services generally include:

- Answer CMS and internet related questions as they arise;
- Update and maintain software to ensure latest software plugin, platform and template releases are on site;
- Update and maintain site links, metatags, and captions for organic SEO;
- Update security software annually;
- Perform regular manual scans to ensure site is clean from viruses;
- Provide routine backup of content and site;
- Optimize media;
- Periodic updates and minor development;
- Provide support, as needed, to designated employees for copy edits, technical assistance / troubleshooting;
- Provide ongoing SEO audits and content updates, if desired;
- Provide regular reporting

Web maintenance and technical support retained services generally run between $1200 - 1900/month depending upon scope of desired support.

AIDA can select to have these type of services provided on an hourly basis; however, a monthly retainer provides our clients with the best efficiency.

This entire proposal is valid for 90 (ninety) days.

Project Schedule: Proposed Timeline

Intake and Exploration – Month One and Two

We start with a series of highly important meetings and calls, as we dive deep into getting to know AIDA and AED.

- Kickoff / Intake Meetings
- Functionality – Review and confirm desired functionality and components
- Navigation and Site Map – Review and assess navigation structure, tabs, menu topics, traditional dropdown and mega menu options, and main link locations in the header, top and footer of page templates.
- Wireframe – Review and assess required page templates, and their corresponding content and image components, and functionalities.
- Content Review and Outline
- Identify keywords within content relevant to search engine optimization

Ideation – Month Two and Three

- Home Page and Template Design Concepts
- Client Review and feedback
- Home Page and Interior Pages – Final templates
- Approval of final design templates
- Installation and setup of the CMS on your host
- AIDA provides content and photos for migration

Creation – Month Three and Four

- Coding of the page templates
- Coding functionality in the templates and their relationship to the CMS
- Content migration/integration/development
- Forms, social integration, and functionalities set-up

Execution – Month Five

- Remaining website build
  - Remaining minor site adjustments
  - Security software installation
  - Pre-launch testing
  - Final review and approval by AIDA
  - Installation of Google Analytics
  - Soft Launch / Usability Testing
  - User Education and Training
  - Go Live
- Staff Training

Collaboration

Website development and management will go through the steps of Planning, Design, Development, Content Management, Deployment and Training.

As development progresses, items may dovetail. For example, once certain planning elements are in place, design and CMS setup can commence as well as content migration planning.

The process will remain fluid and agile for best final results.