

ONLINE BUSINESS EXPANSION PROPOSAL



LARAMIE'S RENTAL SOLUTION

WEBSITE DEVELOPMENT PLAN
QRT2: Task 3

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Sitemap



Mock Up Website: <http://laramiehomerentals.weebly.com/>

GNU Solution, Laramie's Rental Resource, will be completing most of the web development project internally. On the next page is a diagram detailing GNU Solution's cost vs. paying an outside web developer. Also, below is a description of each of the items found on the diagram and GNU Solution's need for it.

(Special Note: Though doing the website internally will be cheaper monetarily, it is important to remember time is money. "There is no such thing as a free lunch". For this reason a section in the diagram has been devoted to showing the hours necessary to complete the web development project titled "No outsourcing cost: 120/hours").

1. **Maintenance**: will require 10 hours each week and will be provided by GNU Solution.
2. **E-commerce**: All e-commerce will be set up through PayPal. PayPal accepts all major credit and debit cards at a cost of 2.9% + \$0.30 USD per a transaction (PayPal, 2013).
3. **Domain Name & Hosting**: Will be purchased from www.weebly.com and will cost approximately \$40.00 a year (Weebly, 2013).
4. **Marketing**: \$100.00 a month has been dedicated to marketing. Marketing Includes: social networks, blog posts, e-mail correspondence and gaining back links from the University of Wyoming and other trusted online housing affiliates. Marketing will consume 20+ hours a week.
5. **Stock Images**: \$400.00 has been allocated to purchase about 20 stock images from www.shutterstock.com.
6. **Interface Design**: A pre-made template will be purchased to reduce the amount of web development time needed. Template will cost no more than \$60.00 and will be modified by GNU Solution. Modifications will consume 20+ hours.
7. **Logo Design**: Handled through internal designer and photographer at GNU Solution. Most Logos have been created and are in a digital format. Very little time will be needed in this area.
8. **Contact Form**: Designed by www.Weebly.com and modified to meet GNU Solution's needs. Modifications will consume 2+ hours.
9. **Newsletter**: Designed by GNU Solution and will consume 5+ hours each month.
10. **Photo Gallery**: Created by GNU Solution's Photographer and web developer and will consume 40+ hours a month.
11. **Metrics**: Website metrics will be measured through Google Analytics which is a free Google tool that can be used to understand your market segments, website activity and organize an optimization strategy. Analyzing the metrics will consume 5+ hours a month.
12. **Advertising Integration**: Google AdSense will be used to help promote profit flow from companies that are interested in advertising on GNU Solution's website. Time consumption will vary but will average on 3+ hours a month.

- 13. News Feeds:** Provided at <http://www.ci.laramie.wy.us/rss.aspx> and other supporting businesses. Posting and integrating into GNU Solution's website will consume 3+ hours at initial setup and will then consume time under maintenance.
- 14. Targeted Landing Pages:** Landing page optimization will be taken care of by GNU Solution and will focus on the target market of 18-30 year old college students. Will consume 10+ hours
- 15. Blog:** Free blog from www.blogspot.com. Will consume 1 hour daily keep updated.
- 16. Custom Content Management System:** Website user guide will be created by Gnu Solution and will take considerable time; 40+ hours.
- 17. Style Guide:** Provided by GNU Solution, www.weebly.com, and www.sites.google.com.
- 18. Training:** Website maintenance and training provided GNU Solution.
- 19. Social Media:** Facebook, Twitter, LinkedIn. 3+ hours a week.
- 20. SEO (optimization):** SEO will be analyzed through Webmaster Tools which is provided at no charge to GNU Solution. 3+ hours a week.
- 21. Mobile Design Cost:** Mobile design is developed through www.weebly.com and modified by GNU Solution. 10+ hours.

* Comparrison between using a professional web developer vs. using internal resources.

Average Cost of Basic Website (10 -20 Pages)					
Outsourcing Website Development & Design Costs				GNU Solution	
	Cost	Multiplier	Total	Cost	Total
Maintenance	\$250.00	12	\$3,000.00	\$0.00	\$0.00
E-Commerce	\$300.00	1	\$300.00	3%	3%
Domain Name	\$10.00	1	\$10.00	\$40.00	\$40.00
Hosting	\$88.00	1	\$88.00	\$0.00	\$0.00
Marketing	\$200.00	12	\$2,400.00	\$100.00	\$1,200.00
Stock Images	\$100.00	20	\$2,000.00	\$20.00	\$400.00
Interface Design	\$300.00	1	\$300.00	\$60.00	\$60.00
Logo Design	\$200.00	1	\$200.00	\$0.00	\$0.00
Contact Form	\$100.00	1	\$100.00	\$0.00	\$0.00
Newsletter	\$100.00	1	\$100.00	\$0.00	\$0.00
Photo Gallery	\$100.00	1	\$100.00	\$0.00	\$0.00
Metrics	\$200.00	1	\$200.00	\$0.00	\$0.00
Advertising integration	\$200.00	1	\$200.00	\$0.00	\$0.00
News Feeds	\$400.00	1	\$400.00	\$0.00	\$0.00
Targeted Landing Pages	\$450.00	1	\$450.00	\$0.00	\$0.00
Blog	\$100.00	1	\$100.00	\$0.00	\$0.00
Custom Content Management System	\$1,000.00	1	\$1,000.00	\$0.00	\$0.00
Style Guide	\$200.00	1	\$200.00	\$0.00	\$0.00
Training	\$300.00	1	\$300.00	\$0.00	\$0.00
Social Media	\$100.00	1	\$100.00	\$0.00	\$0.00
SEO (optimization)	\$250.00	1	\$250.00	\$0.00	\$0.00
Mobile Design Cost	20-30%	0.3	\$3,539.40	\$0.00	\$0.00
Grand Total			\$15,337.40	Total	\$1,700.03

Outsourcing Website Costs		
	Percentage	Cost
Planning	15%	\$2,300.61
Interface Design	25%	\$3,834.35
Programming	40%	\$6,134.96
Project Management	20%	\$3,067.48
Total	100%	\$15,337.40

No outsourcing cost: 120/hours		
	Percentage	Time
Planning	15%	18
Interface Design	25%	30
Programming	40%	48
Project Management	20%	24
Total	100%	120

No outsourcing cost		
	Percentage	Cost
Planning	15%	\$255.00
Interface Design	25%	\$425.01
Programming	40%	\$680.01
Project management	20%	\$340.01
Total	100%	\$1,700.03

* Outsourcing Website Development & Design Costs were estimated from: <http://www.executionists.com/blog/website-design/cost-to-build-websites-2013/> (Executionists, 2012).

Works Cited

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