Engagement With RMI

For a client with a website running on raw HTML, CSS, and JavaScript files, but sourcing data from 5 different CMSs, setting up a proposal requires careful consideration of the scope, complexity, and ongoing maintenance of the localization services you'll provide. Here are some questions, incentives, and a proposal structure that can help you engage and negotiate with this client effectively:

Questions to Ask the Client

1. CMS Details: What are the 5 CMSs in use? Are there any specific integration challenges or limitations with these CMSs?

2. Localization Needs: Which languages and locales do they want to support? Are there specific localization standards or compliance requirements they need to meet?

3. Content Updates: How frequently is content updated in the CMSs and on the website? Are these updates synchronized across all CMSs?

4. Current Challenges: What are the biggest challenges they face with their current setup? What specific improvements are they hoping to achieve with localization?

5. User Experience: How do they envision the localized content impacting the user experience? Are there any analytics or user feedback that highlight specific needs?

6. Technical Setup: What is the current infrastructure? Are there any development, staging, and production environments?

7. Budget and Timeline: What is their budget for this project? When do they need the localization fully implemented?

Incentives to Offer

1. Improved User Engagement: Highlight how localization will improve engagement by providing users content in their native language, potentially increasing traffic and user satisfaction.

2. SEO Benefits: Explain how localized content can improve SEO results by targeting specific regions or languages, leading to better visibility and higher organic search rankings.

3. Competitive Advantage: Emphasize that multilingual support can provide a competitive edge, making their services accessible to a broader audience.

4. Customization and Flexibility: Offer customized solutions tailored to each CMS and the unique aspects of their website, ensuring that the localization fits seamlessly into their existing infrastructure.

5. Ongoing Support and Maintenance: Propose packages for ongoing updates and maintenance post-deployment to handle additional changes, new language additions, or technical support as needed.

Proposal Structure

1. Executive Summary: Outline the purpose of the project and the high-level benefits.

2. Scope of Work:

- Detail the tasks involved, such as analyzing the current setup, integrating the AutoLoc Script App for the HTML site, and developing plugins for each CMS.

- Specify the languages and locales to be supported.

3. Project Phases:

- Phase 1: Initial setup and configuration, including preliminary tests on the main website.

- Phase 2: Development of plugins for each CMS and integration testing.

- Phase 3: Deployment to the production environment and final acceptance testing.

4. Pricing Model:

- Consider a combination of a fixed fee for the initial setup and an hourly or retainer fee for ongoing maintenance and updates.

- Offer package deals for multi-CMS setups which can be attractive for handling multiple systems.

5. Timeline: Provide a detailed timeline with milestones for each phase of the project.

6. Terms and Conditions: Include payment terms, confidentiality clauses, and any warranties or guarantees.

7. Sign-off: Place for both parties to agree and sign the proposal, indicating acceptance.

Pricing Strategy

- Fixed + Variable Model: Charge a fixed fee for the initial setup and a variable fee based on the number of languages, CMSs, or updates required.

- Maintenance and Support: Offer a monthly or yearly maintenance package at an additional cost, which could include handling updates, adding new features, or providing technical support.

This proposal should clearly define the scope, deliverables, and benefits, ensuring that the client understands what they are paying for and what they can expect in terms of outcomes. It also establishes a basis for a long-term partnership through ongoing maintenance and support services.