

PROPOSAL: WEBSITE REDESIGN

Prepared for: Blanco Vista (March 4, 2011)

Goal

The goal of this project is to create a website for Blanco Vista that is easy to maintain, easy to navigate, cross-browser compliant (including IE-7), and SEO friendly by design. Where options and/or add-ons are presented in the proposal, they are clearly stated in the text.

Functionalities

1. Content Management System (CMS): The website will be built on a Drupal CMS foundation.
 - An "Editor" function will be included to allow for adding/editing pages.
 - A User Guide will be created to provide step-by-step instructions on the above function.
2. Database: We will develop a MySQL database to drive the dynamic content of the website and facilitate future updates to the design and architecture of the site.
3. Multimedia: Photography and video integration - Key pages will include the ability to show dynamic photo galleries and embedded videos.
4. Analysis, tracking, and statistics: The site will be integrated into Google Analytics to provide you with robust information about your content and site visitors.
5. Search: Search capabilities will be integrated into the site so that visitors may easily locate content quickly and easily.
6. Search Engine Optimization: The site will integrate industry standard features to make it search friendly for the most popular engines. This includes page titles, clean urls, CSS based styling (no tables), and a site map.

Deliverables

1. Blueprint development for a home page
2. Home page design (one proposed designs with one round of revisions)
3. Secondary page design for up to 20 unique static pages (such as Contact, Staff, etc.)
4. New information architecture and navigation

5. Customized Drupal CMS (software) and MySQL database installation

Project Management

The design and development of your new website should be an exciting exploration. We will manage each step of the process to ensure that you are engaged in all phases of the design and development. The steps that we will manage through include:

Explore

- Client interviews
- Requirements survey
- Market research
- Usability analysis

Design

- Information Architecture
- Home Page Grey Page
- Home Page Design
- Grey Page/Design of additional pages
- Newsletter template

Deliver

- Build out back end
- Populate content
- Test
- Adjust
- Test
- Go live!

Assumptions

This project does not include branding.

Blanco Vista will provide all necessary content, including editorial and images.

Any digital photography provided by Blanco Vista will be properly formatted. Any formatting/touch-up work will be billed separately at \$125 per hour.

Blanco Vista will provide final edited content for all pages.

There are no requirements to create audio for this project.

There are no requirements to create video for this project.

There are no requirements for custom illustration or animation.

There are no requirements to create flash for this project.

Act 2 Studio will develop the site in HTML/CSS to be supported by standards-based browsers including FireFox, Safari, Chrome, and Internet Explorer 7+.

Blanco Vista assumes responsibility for hosting.

Blanco Vista assumes responsibility for maintaining the website 30 days after the launch of the website.

Project Estimates

Time frame: This project would require approximately 4 weeks to complete.

Cost: \$9,500.00 (+ tax)

Additional Optional Services

Hosting: \$50/month (first year included at no cost)

Site Maintenance: \$200/month (limited to security updates and patches)

Any additional work will be billed at \$125/hour.

Conclusions

A robust CMS will drive the interactivity of the Blanco Vista site and make it a platform for engaging visitors. Furthermore, it will help improve SEO performance and allow for future upgrades and developments of both content and site architecture.

About Us

Texas Monthly Custom Publishing and Act 2 Studio bring to the table all of the pieces needed to deliver your project on budget and on time, as promised. Our teams combine project management, design, technology, and editorial expertise and experience to provide flexible and customized turnkey solutions that meet your organization's goals and objectives.

Our creative process engages our clients in 3 stages: explore, design, and deliver. Exploration engages the client in idea generation sessions to help us understand the client's goals. At the same time, we explore on our own to discover and present relevant industry research and benchmarks. In the design stage, ideas come to life as we develop designs that match the client's requirements. Finally, a thorough, multi-step feedback process leads to final project files being delivered to the client.

Our Technology

Websites developed by TMCP and Act 2 Studio are built on the architecture of Drupal, a powerful, open source content management system (CMS). Drupal has a nearly decade long track record of providing an award winning CMS solution backed by thousands of developers from around the world. The benefits of using this system to our clients include: no proprietary licensing fees, constant development of new functionalities, and a powerful blend of features.

Websites that use the Drupal CMS include The New York Observer, The Emmy's, Mother Jones, Human Rights Watch, and Bob Dylan.