



Proposal for School Website (Content Management System)

Purpose and Justification

This document is used to clarify the product purpose and justification to gain approval to proceed towards us (Ladybird Softech Co) designing and developing this product as per your needs. In today's digital age, having a strong online presence is essential for schools. A website is often the first point of contact for potential students and their families, as well as a means of communication for current students, parents, and staff. However, a static website, which is a website that contains fixed information that cannot be easily updated, may not be the best solution for a school's needs. A Content Management System (CMS) offers a more dynamic and versatile solution.

Objective:

The objective of this proposal is to demonstrate the advantages of using a CMS over a static website for a school. We will discuss how a CMS can improve communication, increase efficiency, and enhance the user experience for all its stakeholders.

Proposed Solutions:

Efficiency: A CMS streamlines the process of updating and managing website content, reducing the time, resources and costs required to maintain a website. Website contents can include events, achievements and announcements, this information if is shared to the public can help potential students and their families gain trust in the school. Additionally, a CMS can include built-in analytics, which can provide valuable insights into website usage and user behavior. To mention but a few insights include (Number of visitors per page, feedback to announcement or events).

Communication: Effective communication is critical for schools, and a CMS allows school administrators to easily update and manage website content, including news, events, and announcements. This means that important information can be shared in a timely manner, reducing the potential for confusion or misinformation. Additionally, a CMS can include features such as calendars and forms, which can further improve communication between the school and its stakeholders. For example, a calendar feature can be used to display events and important dates for students, parents, and staff. Forms can be used for applications, registration, and feedback.

Cost effective: A static website is a costly investment since, when changes to it is needed interaction with the developers to make changes to it, this will cost time and money keeping in mind it's a platform where you want communication to be achieved in a timely manner. With a CMS you will only incur development cost and maintenance cost of which the development cost is a onetime payment as the maintenance cost is a yearly recurring cost to keep your site running.

Enhanced user experience & SEO: A CMS allows for a more dynamic and engaging website, with features such as forms and calendars where parents can interact with the institution directly. Additionally, a CMS can be optimized for search engine which can improve your school website visibility making it easier for users to find the information they need.

In a nutshell a CMS is cost effective while a website is a onetime investment. By investing in a CMS, a school can ensure that it has a strong online presence that meets the needs of its students, parents, and staff. Furthermore, when your site

is optimized by the SEOs it will improve your website visibility and make it easier for users to find the information they need about the institution, with the help of forms potential students can make appointments for registration or visits/school tours and this helps the school community grow.

Product deliverables and Beneficiaries

1. **Flexibility and ease of use:** A CMS allows non-technical users to easily update and manage website content without the need for specialized knowledge or skills. This can save time and resources and allow school administrators to focus on other important tasks. Its easy as interacting with a school management system.
2. **Improved communication:** A CMS can include features such as calendars & forms, which can improve communication between the school and its stakeholders. You can have an online form application where interested students can book an appointment with the institution for a visit or registration.
3. **Increased efficiency:** A CMS streamlines the process of updating and managing website content, reducing the time and resources required to maintain a website. Additionally, a CMS can include built-in analytics, which can provide valuable insights into website usage and user behavior.
4. **Enhanced user experience:** A CMS allows for a more dynamic and engaging website, with features such as multimedia (videos) and personalized content. Additionally, a CMS can be optimized for search engines, improving the visibility of the school's website and making it easier for users to find the information they need.
5. **Security:** A CMS can include built-in security features, such as user permissions, to help protect the website from hackers and unauthorized access. A password will be provided to allow school administrator access the CMS dashboard.

Understanding more about Search Engine Optimizations (SEOs)

SEO stands for Search Engine Optimization. It is the process of optimizing a website in order to improve its visibility in search engine results pages for specific keywords or phrases ex ("*Best **school** in Kitengela*"). This is done by making the website more attractive to search engines, such as Google, Bing, and Yahoo, by using techniques such as keyword research, on-page optimization. The goal of SEO is to increase the quantity and quality of organic traffic to a website by making it more visible and relevant in search engine results. This aims to increase the visibility and relevance of a website in search results, which means the website will be listed in the search results without having to pay for it and it can bring more long-term benefits.

Is SEO paid for? - It's a free service by default but search engines can be paid for through a process called **pay-per-click (PPC)** advertising. **PPC** advertising allows businesses to place ads on search engine results pages for specific keywords or phrases. These ads are typically labeled as "sponsored" or "ad" and are placed at the top or bottom of the search results. When a user clicks on one of these ads, the business is charged a fee, hence the name "pay-per-click".

The PPC advertising is a good thing because school searching is seasonal and you can put up a campaign with an affordable budget during holidays or seasons that parents look for schools often and this can increase you reach and interactions during these times and can grow your school community and will disappear once the campaign is over or the budget is used up.

Development Phases:

This is the stages of development that we follow from the first day we start communicating to you about the CMS to the final stage of delivery

Stage 1 (Introduction)

- We introduce the product to you and answer all the questions that you may have about it and the benefits it brings to you.
- In this stage also we specify all the requirements needed during development
- Understand your objectives with the product

Stage 2(Agreements & Development)

- After understanding about the product, we proceed to signing an agreement that allows us to kick start the development process. The agreement will include all that is to be delivered.
- In this stage we also specify the period of developments and this varies according to your need at-least it takes three weeks at-most it can be two months.
- Updates on the development status by our development team regularly or as per your request.

Stage 3(Delivery & Launch)

- This is the final stage and, in this stage, we deliver the product to you for assessment to ensure that our agreement on what is to be delivered is done.
- Launch the product so that its visible to the public.
- Be a happy satisfied Client and also a recommendation from you to friends will be highly appreciated.

Product Pricing:

This product is very affordable and cost effective. When investing in this product, its also investing in your institution advertising, in one way or another it guarantees to improve your online presence helping your institution community grow.

Development Cost Breakdown		
No	Name	Price
1	Product Design & Development (Estimated period – A month) inclusive of the photo session and drone shots	Kes 35,000
2	Maintenance fees recuring every year. (Excluded the first year) – Inclusive of all update requests and ad hoc attendance to any issue that may arise.	Kes 7,000 (recurring fee). Exclusive the first year.
3	Total	Kes 35,000

We are happy to serve you, help you through this digital revolution & evolution, make you grow and become a happy client.