

Website Pitch

Primary audiences:

1. Donors: organizations & individuals
2. Clients / Participants

Key goals:

- Provide clear pathways on the site for both donors and beneficiaries to take appropriate actions without getting confused as they navigate the website.
- Provide a clean and efficient code base that allows you to maintain and update your content easily.

Design	Development
<p>Content design and style guide</p> <ul style="list-style-type: none">- We work through the content on your site and optimize for search engines and usability. <p>This is the foundational design work that ensures that your site reaches your target audiences effectively.</p>	
<p>Branding package</p> <ul style="list-style-type: none">- Colors- Fonts- Style guide for ongoing usage <p>This is the “icing” - make the site visually modern / clean.</p>	<p>Visual style guide</p> <ul style="list-style-type: none">- This is a document we provide so that your in-house developer (and/or anyone who creates content) can see how to use the “pieces” we provide to keep the site consistent and clean when adding new content.
<p>Full base site redesign: 12 - 18 pages (estimated)</p>	<p>Full site build.</p> <ul style="list-style-type: none">- User can update content as necessary.- Built using current development standards, allowing for low-effort maintenance.- Built with efficient code base that allows for fast loading times.
<p>Blog design</p> <ul style="list-style-type: none">- Blog index / all posts page- Individual post pages- Tag pages	<p>Blog buildout, fully functional for ongoing content.</p> <ul style="list-style-type: none">- Posting- Tagging- Metadata (author name, date, keywords for SEO)
<p>Landing page template design</p>	<p>Landing page functionality. Client has ability to add new landing pages as needed.</p>
<p>Up to 5 specific individual landing page designs.</p>	<p>Build up to five individual landing pages.</p>

Total proposed cost for above specifications:	\$6,000.00
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