



WEBSITE & MEDIA PROPOSAL

WEBSITE DEVELOPMENT PLAN

FOR THE HISTORICAL SOCIETY OF TACONY

Valid through 10/31/2019

430 Fairmount Ave.
Philadelphia, PA 19123
Scott DeGirolamo
(215) 338-7500
scott@geekgroup.com

Thank you for giving us the opportunity to plan this all-encompassing website development plan, and for choosing website and creative service by CGPC Solutions. We have been developing digital media, website, and marketing results for clients in the Philadelphia area for over 27 years. This submittal is broken down into a website development plan in sections listed below. The plan is meant to be enacted in whole or in part.

We have planned this development based upon notes from our meeting of May 2019

Our work starts with the refinement and continued development of a graphics standard which consists of a color palette, and fonts. A website design will be developed based upon the specifications of The Historical Society of Tacony. We will be matching in design; your social media platforms, and web properties such as blogger to achieve a enforced branding across all web properties. Google My Business, Google Analytics, and Google Search Console will be brought in line to support and provide advantage for a newly designed website.

Based on our meeting our development goals will include:

- Development of your website domain that will include a redesign, with new up to date code (HTML), and engagement-based user interface design
- Reinforcement of your message through provocative and relevant content
- Introduction of Historical Society sign up forms
- A call to action donation feature (PayPal)
- Monetization through the promotion of Tacony merchandise
- Incorporation of well designed, useful and engaging interactive historical Google Maps
- Interactive historical time-line animations
- Interactive (moderated) comments with historical context
- The site will be logically structure to induce ranking as an informational aggregate site
- Ongoing management to maintain security, training, growth, and regular updates

Rates are valid until the date indicated above. In some instances, it may be required for us to contract third party vendors during our consulting efforts to provide additional services. Rates listed here apply to the services provided by those under the employment of CGPC Solutions. Payment is due upon receipt of services, and presentation of invoice.

See our full terms of service at <https://www.cgpcsolutions.com>, and <https://www.geekgroup.com>

THE HISTORICAL SOCIETY OF TACONY WEBSITE, AND WEB PROPERTY DEVELOPMENT

The website at: <http://www.historictacony.org/> is insecure and is threatened by compromise.

We want to recreate the website using up to date code. This original design website with many content management sections must be relevant, engaging, interactive and accomplish the goal of ranking as an information aggregate site. Our goal is to make advantage by displaying engaging content, development of a process by which continued relevant content creation can be added and reginal organic promotion techniques can take hold third party talent may be used, actors, voice over actors, and they will be billed separately. Production costs and crew rates are listed below.

SHOWING CONTENT WITH PHOTOGRAPHY AND VIDEO

We may be utilizing original photography, and video to enhance our designs

Professional videography production for website and social media	\$150 per produced minute
Multi camera, and multi shot intermediate production	\$250 per produced minute
Professional photography and production	\$105 hr.
Photography day rate	\$600.00 - half days available
Digital Graphics Estimate	\$1015.00

HTML AND CREATIVE SERVICES RATE SCHEDULE

The rate schedules listed below are for the creative, digital media, marketing, SEO and HTML web services we provide. We offer a contractual monthly flat rate agreement, or hourly rates. We are operational seven days a week. Our turnaround time can be as little as 2 to 24 hours however client resource needs and other factors can influence our turnaround time.

Monthly website administration which includes hosting, backup, viral scan, uptime monitoring, and SEO reporting.	\$34.99/ a month. This is a monthly agreement.
Website design, SEO and programming**	\$105.00 hr.
Graphics origination for Social Media (FB, YouTube & Instagram matching content, cover, post, boosting post, profile)	\$105.00 hr.
Graphics origination business ready display	\$105.00 hr.
Website maintenance, administration, and additions	\$105.00 hr.
Meetings, documentation, and training	Un-billed
Research & Copy-Writing Estimate	\$525.00
HTML Authoring Estimate	\$4520.00
ESTIMATE TOTAL	\$6060.00

** two design revisions are included and additional requests, and time is billed at the rates listed above.

OPERATIONAL HOURS, CLIENT RESOURCES AND EXPECTATIONS

Our tradition of making deadlines, working under budget, and producing excellent well thought out solutions is in part due to our access to client resources that we need to move your project forward, so we ask in our terms of service that you provide client resources such as passwords, and content within a reasonable time. We are available 24 hours a day and 7 days a week for business ready creative and programming needs. Meetings, and training is un-billed under most situations. Our terms and conditions statement detail our policy regarding client expectations, and delivery. This proposal is for consideration in whole or in part.

Thank you again for the opportunity. By signing below, you accept these rates and conditions. Payment for invoiced services are due upon receipt of service. Please sign and email to scott@geekgroup.com or have us stop over and pick up.

Approval Signature: _____ Title: _____ Date: _____