

Website Redesign Structure and Outline

The primary purposes of the website redesign is to create a more optimized (faster) experience for visitors and to create a perfectly mobile responsive site.

We will be keeping Wordpress as our CMS for now. Three pages have already been redesigned from scratch, using a custom theme, where the page content is straight HTML. We hired an outside PSD to HTML sort of agency to rework these first 3 pages. I chose straight HTML for speed and efficiency. We want to stay on WordPress to allow for the security, plugins we use, and for our blog contributors to add their content. Additionally it allows us work on the pages from within a backend that our team members are familiar with.

Here are the first 3 pages, currently hosted on our staging site.

1. [Homepage](#)
2. [Services Page Template](#)
3. [Contact Page](#)

These redesigned pages are already considerably faster than the original pages which could be found on our production site.

- *I am OK with redesigning the backend markup of these current pages if you feel it's necessary, but I'm not OK with paying for it unless it serves a specific purpose.*
- *Some elements on these pages are going to need to be tweaked etc. from a design and layout perspective*
- *I paid to have custom JS written for the accordions, sliders and modal popovers being used on the new pages - we should use these JS snippets, unless there is a specific reason not to. There is no sense in paying for them to be written or scraped from elsewhere again.*
- *I am looking to hire someone we can communicate and collaborate with ... we are designers at heart - not developers. We have an esthetic that we will convey, but welcome and encourage creative ideas and solutions.*
- *The website is essentially as simple as it gets - informational with nothing more than a few hover interactions and JS snippets for added functionality. The important thing is that it gets implemented with style and elegance.*

The main idea here is to continue to build on whatever has been done already, and to make it better.

Outline for the completion of the website redesign:

1. Homepage

- a. The homepage is essentially done, but I will want to tweak the design and potentially add / remove certain sections and elements. Quote should include some work on the homepage
- 2. Services Pages (JS - slider / modal popovers / button and hover interactions / accordions)
 - a. We will be adding more services pages, all essentially following the format and design of the current services page template (link above). Each service page will have a slightly different layout, but I will be responsible for adding the content for each page. I am open to suggestions on improving the design and navigability of the services pages, but I view the majority of the work as being done already (from a coding / development perspective).
 - b. List of services pages
 - i. Monthly PPC Management
 - ii. Free AdWords Audit
 - iii. Google shopping campaigns
 - iv. Remarketing Campaigns
 - v. PPC Tuneup
 - vi. PPC Bootcamp
 - vii. Google AdWords For Nonprofits
 - viii. Landing Page design
 - ix. Landing Page Analysis
 - x. Conversion rate optimization
 - xi. Digital media planning
 - xii. Social Media advertising
 - 1. LinkedIn
 - 2. Facebook
 - 3. Twitter
 - c. Some of the services pages will have pricing, others will not. The services pages are quite basic, as indicated in the current template - informational, nothing too fancy.
 - d. Each services page will have a form (in popover version upper right and again at the bottom). The forms are Hubspot embedded forms - I will provide all the embed codes.
- 3. Contact Page
 - a. Already done - may need some additional tweaks and edits.
- 4. About Us Section
 - a. Broken down into subpages
 - i. About Us
 - ii. Team
 - iii. Clients / Industries
 - iv. Testimonials / Reviews
 - v. Careers
 - vi. Our mission and our values

- b. The about us parent page will have a horizontal nav on top that will allow a visitor to navigate to the different sub sections without having to use the primary navigation.
- c. About Us Page - JS Slider
 - i. Informational, clean layout - images and text. Describing who we are and what we do - maybe a nice timeline feature marking company milestones. I will provide design guidance and examples of pages I like.
- d. Team Page - Basic grid with hover interactions.
 - i. Traditional team page, with short bios and links to linkedin profiles etc.
 - 1. [Example 1.](#) [Example 2.](#) [Example 3.](#)
- e. Clients / Industries - sorting feature + slider (maybe)
 - i. A list of 200ish clients' logos tagged and sortable by industry. On hover or click, short bio of the company. Similar to this [page](#). Our design will be different, but the idea is there.
 - ii. For clients who we have a review or case study, there should be an indication of that.
 - iii. We will have a featured clients section at the top, showcasing 5 prominent clients with an expanded bio / info / results etc. I will provide design guidance.
- f. Testimonials
 - i. Simple enough - I like the style of this [page](#) for the reviews.
- g. Careers
 - i. Simple, fun and clean careers page, showcasing our culture environment and open job opportunities. This is a good [page](#) to use as reference.
- h. Our mission
 - i. Clean, informational page that will show our values and mission statement - will need accordions and sliders.
- 5. Resource Library (JS - custom sorting function / hover effects)
 - a. A simple grid with all our resources (ebooks / whitepapers / video downloads) [Example 1.](#) [Example 2.](#)
 - b. There are many different design approaches we could take, and I'm not committed to any one in particular. I'm open to ideas, and I will send more examples of resource pages I like.
 - c. Will have custom sidebar with custom WP menus to navigate to different areas of the site
 - d. Important that we have the ability to add new resource items, tag them etc.
 - e. Resources either redirect to the document itself or a hubspot landing page for gated content. You can see the current resource library page we use [here](#).
 - f. I'm fine with using the WP portfolio features / plugins for the resources, as long as the design is right and the performance is acceptable.
 - g. There should also be something that differentiates upcoming and recorded webinars that visitors can access.
- 6. Blog

- a. I will provide the design examples of how I'd like the blog to look, but it's basically a WP blog, with all available features.
 - b. I want to have a second, separate blog for my posts, which will have a different look and feel - this will be more of a broader personal blog. [Moz](#) does this multiple blog thing nicely.
 - c. If adding multiple blogs will add considerable time or cost, scratch it. It's not that important right now and it could definitely wait until the next phase of the project.
7. Members only area
- a. Using a plugin like [Restricted Content Pro](#) (I've used it before and it's very easy, flexible and secure), we are going to create a members only area with 2 levels of subscriptions to begin.
 - b. Members will have access to weekly video uploads covering best practices in online marketing and changes in the industry.
 - c. The layout of the members area and the sign up pages need to be top quality, consistent with the theme and personality of the rest of our site.
 - d. We'll need to put some time into designing the sign up page, but the rest should be pretty straightforward out of the box.
 - e. We'll use stripe and or paypal as our payment integration. We're all set up for that.
 - f. I will provide guidance on the design of the sign up page and members area.
 - g. I also want to have a members only forum using something like Buddypress, which should be fairly straightforward to set up, but will definitely need your help with it.
 - h. We will also need to integrate the sign-up / login in the primary nav and in the footer.
8. Primary Nav
- a. Styling should be kept as is, but keep in mind we will likely need to make modifications to layout as we move along
9. Footer - I redesigned the footer, as you can see in the staging pages (links above), but we'll probably have to make some modifications etc. as we progress.

Overall, our aesthetic is clean, joyful and professional. We work incredibly hard to position ourselves as a legitimate digital agency, and the quality, scope and functionality of our website is a huge part of that.

It's important to stay in touch, and I would like to set up daily (at least once a day) progress report phone calls. These daily meeting will keep the project on track, making sure you have everything you need from me and vice versa.

I will be involved throughout this entire process, and I will be very particular with how things look and feel. I'm a perfectionist, and you should expect a lot of feedback from me at every stage.

The above outline is simply that - an outline. You should expect this to be a dynamic project, with changes and adjustments requesting to be made on the fly. Please be cognizant of that as you develop a quote.

I also value efficiency, and getting this done quickly is extremely important. The timeline for everything above should not take more than 2-3 weeks of full time work. I understand if this is going to be a part time project, but I can't afford to have this drawn out over the course of months.

If the project goes well, we have more pages to add (our online courses and live events, for example), and we also have client work that we'd like to start outsourcing.

As you know, speed and mobile responsiveness are a huge priority. I will be acutely aware of those aspects of the design, as I'm sure you will be as well.

Let me know if you have any questions on any of the above. Looking forward to hearing back from you soon.