September 6, 2007

SearchPath International Web Design Proposal

Summarized as a 'web design' proposal this packet contains an outline for redesign of several key SearchPath applications and platforms including; the corporate web site, Intranet, franchise portal and internal blog. The intent of the designer is to build a new presence online through all these areas around the concept *OneSPI.*

One Company · One Team · One Family — OneSPI

This proposal includes a time line and estimate for outlined items primarily in front-end design work. Additional fees and time could be accrued in server/back-end preparation. All forms will be constructed with programming of those forms completed by ISP. Any additional programming requirements would be additional and discussed on an as needed basis.

About the designer:

Anthony j. Samangy is a graduate of Kent State University. He has worked and lived in Cleveland for over 12 years now in many roles from designer to creative director. He currently teaches at Kent State University in the School of Visual Communication Design and works as Principal of Synthoughtic, an interactive design firm specializing in motion graphics and web/interactive design. More info on Synthoughtic at their web site: *www.synthoughtic.com*
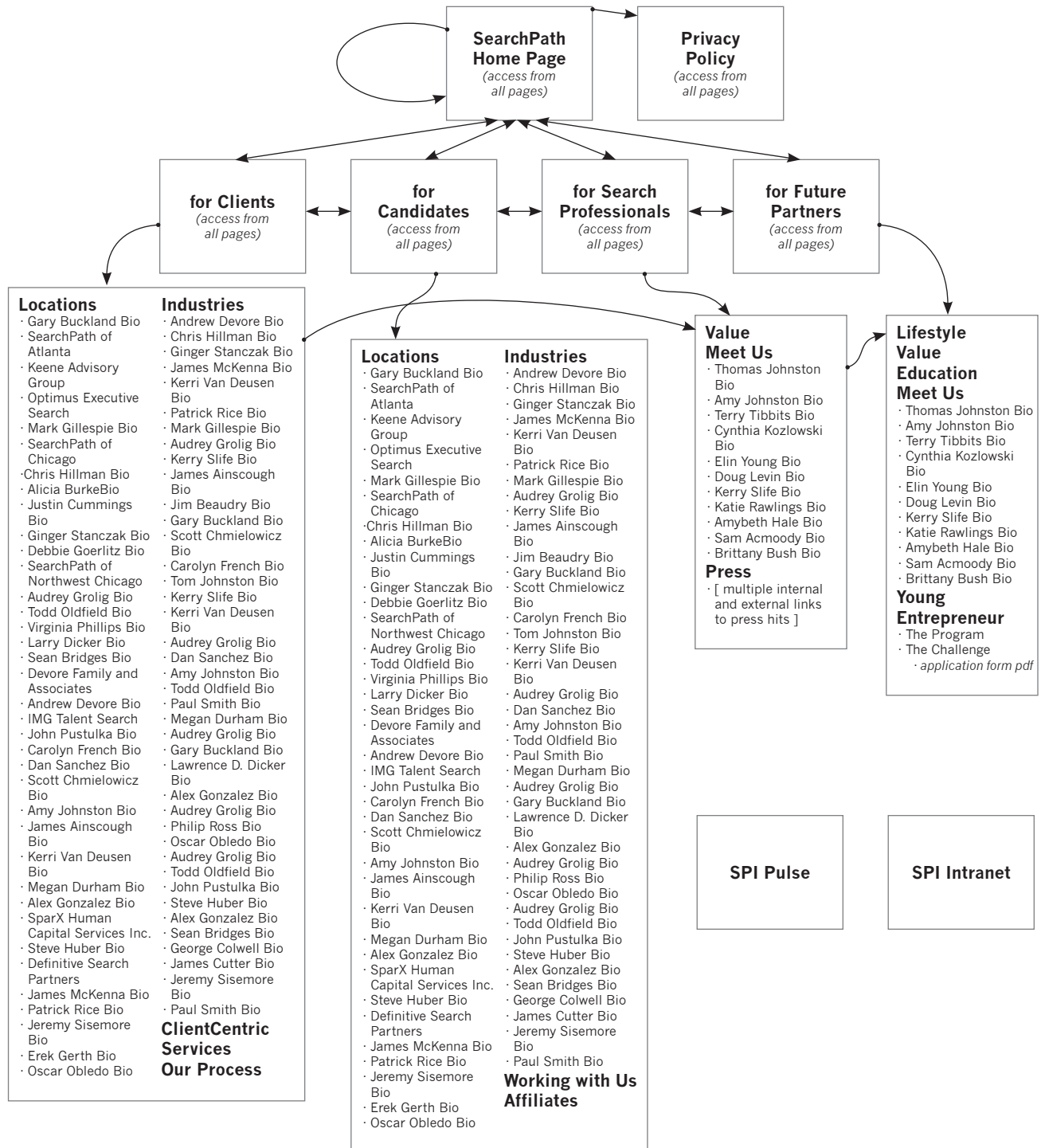
Contact Info

Tony Samangy
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Hudson, OH 44236
216 246-0342
tony@synthoughtic.com

Existing Site Structure

The current structure is quite repetitive. This repetition creates problems with updating content. The structure is also restrictive due to the compartmentalizing in the main navigation.
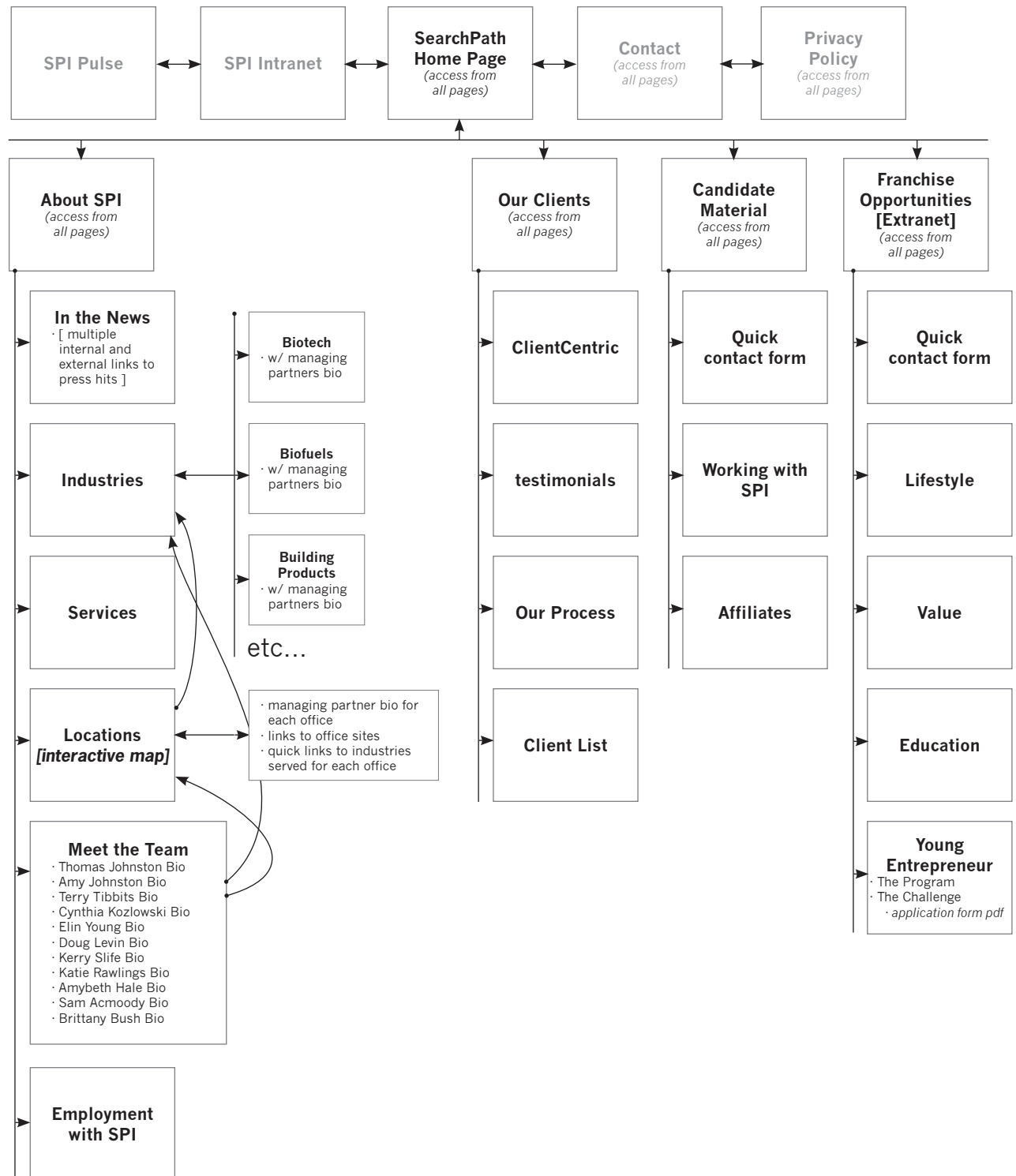
SearchPath Home Page
(access from all pages)

Privacy Policy
(access from all pages)

for Clients
(access from all pages)

for Candidates
(access from all pages)

for Search Professionals
(access from all pages)

for Future Partners
(access from all pages)

Locations
· Gary Buckland Bio
· SearchPath of Atlanta
· Keene Advisory Group
· Optimus Executive Search
· Mark Gillespie Bio
· SearchPath of Chicago
· Chris Hillman Bio
· Alicia BurkeBio
· Justin Cummings Bio
· Ginger Stanczak Bio
· Debbie Goerlitz Bio
· SearchPath of Northwest Chicago
· Audrey Grolig Bio
· Todd Oldfield Bio
· Virginia Phillips Bio
· Larry Dicker Bio
· Sean Bridges Bio
· Devore Family and Associates
· Andrew Devore Bio
· IMG Talent Search
· John Pustulka Bio
· Carolyn French Bio
· Dan Sanchez Bio
· Scott Chmielowicz Bio
· Amy Johnston Bio
· James Ainscough Bio
· Kerri Van Deusen Bio
· Megan Durham Bio
· Alex Gonzalez Bio
· SparX Human Capital Services Inc.
· Steve Huber Bio
· Definitive Search Partners
· James McKenna Bio
· Patrick Rice Bio
· Jeremy Sisemore Bio
· Erek Gerth Bio
· Oscar Obledo Bio

Industries
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· Kerri Van Deusen Bio
· Audrey Grolig Bio
· Dan Sanchez Bio
· Amy Johnston Bio
· Todd Oldfield Bio
· Paul Smith Bio
· Megan Durham Bio
· Audrey Grolig Bio
· Gary Buckland Bio
· Lawrence D. Dicker Bio
· Alex Gonzalez Bio
· Audrey Grolig Bio
· Philip Ross Bio
· Oscar Obledo Bio
· Audrey Grolig Bio
· Todd Oldfield Bio
· John Pustulka Bio
· Steve Huber Bio
· Alex Gonzalez Bio
· Sean Bridges Bio
· George Colwell Bio
· James Cutter Bio
· Jeremy Sisemore Bio
· Paul Smith Bio

ClientCentric Services

Our Process

Locations
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· George Colwell Bio
· James Cutter Bio
· Jeremy Sisemore Bio
· Paul Smith Bio

Working with Us

Affiliates

Value
Meet Us
· Thomas Johnston Bio
· Amy Johnston Bio
· Terry Tibbits Bio
· Cynthia Kozlowski Bio
· Elin Young Bio
· Doug Levin Bio
· Kerry Slife Bio
· Katie Rawlings Bio
· Amybeth Hale Bio
· Sam Acmoody Bio
· Brittany Bush Bio

Press
· [multiple internal and external links to press hits]

Lifestyle
Value
Education
Meet Us
· Thomas Johnston Bio
· Amy Johnston Bio
· Terry Tibbits Bio
· Cynthia Kozlowski Bio
· Elin Young Bio
· Doug Levin Bio
· Kerry Slife Bio
· Katie Rawlings Bio
· Amybeth Hale Bio
· Sam Acmoody Bio
· Brittany Bush Bio

Young Entrepreneur
· The Program
· The Challenge
    · *application form pdf*

SPI Pulse

SPI Intranet

Existing Site Navigation

The current navigation is quite difficult to follow. Unusual terminology and missing web standards decrease that functionality. A home button on the home page does little except to redirect back to the current page, whereas the logo on sub-pages linking back to home would be useful. The sub-navigation in the individual sections is repetitive.

The following site map uses more common paradigms and web terminology for increased usability. It also relies on a simpler and more expected structure to enhance updating and content management.

Proposed Site Structure

SPI Pulse

SPI Intranet

SearchPath Home Page
(access from all pages)

Contact
(access from all pages)

Privacy Policy
(access from all pages)

About SPI
(access from all pages)

In the News
· [multiple internal and external links to press hits]

Industries

Services

Locations [interactive map]

Meet the Team
· Thomas Johnston Bio
· Amy Johnston Bio
· Terry Tibbits Bio
· Cynthia Kozlowski Bio
· Elin Young Bio
· Doug Levin Bio
· Kerry Slife Bio
· Katie Rawlings Bio
· Amybeth Hale Bio
· Sam Acmoody Bio
· Brittany Bush Bio

Employment with SPI

Biotech
· w/ managing partners bio

Biofuels
· w/ managing partners bio

Building Products
· w/ managing partners bio

etc...

· managing partner bio for each office
· links to office sites
· quick links to industries served for each office

Our Clients
(access from all pages)

ClientCentric

testimonials

Our Process

Client List

Candidate Material
(access from all pages)

Quick contact form

Working with SPI

Affiliates

Franchise Opportunities [Extranet]
(access from all pages)

Quick contact form

Lifestyle

Value

Education

Young Entrepreneur
· The Program
· The Challenge
   · *application form pdf*

Proposed Site Navigation

The proposed navigation takes advantage of common terminology and existing web paradigms to enhance the users experience. This also creates a more manageable and upgradable web presence.

Usability Enhancements:

1) Every page would include a SearchPath logo that leads to the home page

2) "Breadcrumbs" would be used to indicated the users location in the site at any and all times.

3) A concise footer navigation component will be used on every page. It will include quick links to all main sections, as well as e-mail, contact, privacy policy, intranet and the Pulse.

4) Main navigation will be consistent in wording and location, sub and local navigation will follow suit in a logical and organized fashion, maintaining consistent positioning.

5) Cross linking and quick linking between site pages will allow for quick access to content. Identifiers on the pages will help the user understand any changes to their location within the site.

Priorities and Time line

There were concerns presented during our initial meeting along with indications of what areas of the web site are most and least important. Designing to align the SPI web site with the new vision (*OneSPI*) is the goal. The following is a proposed time line to achieve that goal.

Time line:

1) Home Page concepts and Franchise Landing Page
completion date: 10/8/07

2) Franchise Extranet Pages
completion date: 10/22/07

3) Franchise Template designs
completion date: 11/26/07

4) SPI Home Page final design
completion date: 10/29/07

5) SPI Corporate Site
completion date: 11/12/07
[Flash-based Interactive map completion date: 12/10/07]

6) SPI Intranet Artwork
completion date: 12/10/07

7) SPI Pulse Artwork
completion date: 12/24/07

Complete Launch by 1/1/08; barring any unexpected technical, conceptual or content driven delays.

Online Advertising

Advertising is not a point we discussed in our initial meeting. However, it is a topic that should be considered for immediately after the launch of the site. It can increase traffic to the site. More traffic translates into potential business, but also better Search Engine placement.

There are many companies and online services that offer online advertising. If you decide to pursue this, ads can be created from the artwork developed in this redesign to tie in with the new vision and visual concept of the site

Search Engine Optimization

Optimizing for today's search engines is a top priority for all corporate web sites. Below are some techniques that will be incorporated to enhance the SPI SEO.

SEO Enhancements:

1) Meta Information. Meta tags are no longer used by Google (the most widely used SE) because of abuse. However they are still used by many others like Yahoo and Overture. It is important that you understand how people are looking for you and what they might search for. Using a service like Word Tracker is a good investment. www.wordtracker.com. This is a fairly minimal expense and can be done by someone in your office. The intent of meta tags is to evolve them and continually update and change them to improve your chances for online success. For this site I would recommend researching tags and include them in your pages. Here are your current keywords which we would want to establish whether they are working or not: `executive search, executive recruitment, executive placement, leadership, talent acquisition, recruiter, career, entrepreneur, franchise, candidate, client, executive search, employment, management recruiting, executive recruiting firms, career, entrepreneur franchise opportunity`. Words like "candidate" and "client" are just too general of terms and are not really helping you. Being more specific is better. For example, how about "career change" or "executive jobs" which do not show up in your list.

2) Purchasing ad words or positioning on SE's. This would be a discussion point, and can be very costly.

3) Page Titles. Page titles are used quite extensively by Google for SEO. Including appropriate page titles is a very easy and extremely cost effective way of enhancing your chances for placement. Some of your pages simply have the title "for clients" or "for candidates" or worse yet "untitled document"

SEO Enhancements:

This is a missed opportunity. The client page for example could read SearchPath International · SPI clients. The title can be as long as you want and can include many words that pertain to the content of the page.

4) HTML Naming. This is another overlooked area that can help with some search engines. The name of the HTML file can and should include complete words. So instead of tjohnston, which is not really a search term, we would use Tom_Johnston instead.

4) Alt Tags. Currently your site does not use <alt> tags. Alt tags are required tags that are nested in images in the HTML page. Search engines primarily scour the HTML content of the page. An image is therefore useless for SEO. The alt tag makes that image have some SE functionality. I would recommend placing alt tags on every image in the web site, even navigational and structural images.

5) External Links. Google and other SE's use spiders that follow the links on pages and report back to the Search Engine. If your site is not linked to and from, it will have much less success landing good spots in search results. Therefore we need to create more external linking in your site. One potential is to include a client list that links to all your clients. Having them link back would be even better. Otherwise some tactics include creating personal networking sites, such as linkedin.com to create those external links to searchpath.com.

Cost/Time Estimate:

The estimate below is organized according to the priorities and sections of your web site.

1) Franchise extranet $1250.00
Includes Franchise landing page with quick form, existing franchise pages (5 total) and young entrepreneur pdf application

2) Franchise template designs   1500.00
3 template designs with 3 additional CSS based font/color systems. (Not included in this proposal is to make this a web-based template system. This would be a discussion point during production.)

3) SPI corporate pages   6300.00
Complete SPI corporate web site including home page, 3 main landing pages, and the dozens of third and fourth level pages. This includes form design for any and all contact forms. This also includes a Flash-based interactive map.

4) Intranet artwork   600.00
Included is artwork generated from corporate design to be used on existing Intranet pages. No development of pages, navigation, structure or programming.

5) SPI Pulse artwork   600.00
Included is artwork generated from corporate design to be used on existing Pulse pages. No development of pages, navigation, structure or programming. Discussion on redesign and development of these pages according to need can be done in a separate proposal.