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|  |  | Madison Electric  Website Redesign & Content Management System |

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# Development Contact

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# Client Contact

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# Goals and objectives

Establishing an updated online presence will allow Madison Electric to engage with its customers all around Michigan, but doing so effectively requires a website that reflects its longstanding and established business identity.

Madison Electric should avoid prepackaged designs and opt for a unique design that not only looks great, but meshes perfectly with its long-term vision. In short, Madison Electric needs a site that:

* Integrates layout, logos, and custom graphics seamlessly into a single digital platform
* Is easy to customize and maintain without sacrificing quality
* Looks great regardless of whether visitors view it on a computer, tablet, or mobile device
* Can be managed by internal employees easily with no additional development
* Meets promotional requirements from Vendors to showcase new products available at Madison Electric

Madison Electric needs an online presence to engage with visitors and persuade them to do business with it. However, you won't be able to accomplish these goals if your website blends in with all the other bland business sites your visitors are accustomed to navigating away from.

# Delivering results

Kayla VanHaverbeck’s web design services will deliver the following results for Madison Electric:

* A layout that catches the eye on computers, tablets, and mobile devices – All designs are based on a responsive framework, which allows your site to adapt according to the device used to access it. This framework will ensure your site always displays just the way you intended it to.
* Custom logos and graphics incorporated into your website
* Painless website customization and maintenance – A great website should be able to grow with the business it represents. You’ll have a powerful custom content management system that’s easy to use – even without a lot of technical knowledge.

# Recommendations

For Madison Electric to achieve the goals and objectives described above, we recommend the following web design services as part of our online presence solution:

**Consultation with Kayla VanHaverbeck to translate your vision into a website design**

Kayla will meet with you and listen to your vision of how you want your website to look. Kayla will start with an initial design that coordinates with the provided logos and the industry. Kayla will work with selected Madison Electric employees to change or customize the design to fit the company’s vision of their new website.

**Graphics Design**

Kayla will collaborate with you and discuss how to incorporate your graphic identity as an essential component of your new site. Kayla will come to Madison Electric's Corporate location to take any photos that Madison Electric would like to showcase on their website for the initial design.

**Creation of Professional Website That Achieves Madison Electric’s Vision**

We’ll take the logo and graphics we’ve created just for you and integrate them into a layout that matches your vision. The end result will be an eye-catching, fully responsive website that represents who you are as a company, driven by a powerful open-source content management system.

**Search Engine Optimization**

SEO is the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine. This will be done by creating custom tags in the code for Search Engines and registering the website with all major search engines.

**Content Management System**

Kayla will build a custom Content Management System that will allow Madison Electric employees to manage the page descriptions, page images, products (links, images, descriptions), company contacts, and company locations. All of these details will be managed in a separate site that will allow registered users to make changes to the content of the Madison Electric website. The Content Management System will be secure, so only designated and registered users can access the site's content.

**Google Analytics**

Google Analytics is a freemium web analytics service offered by Google that tracks and reports website traffic. Google Analytics makes it easy to keep track of your customer’s journey by connecting customer behavior, channel performance, and much more across your sites and apps in robust reports and dashboards. You can even connect online to offline so as to better understand user behavior across CRM, points of sale, call centers, devices, and the Internet of Things.

# Investment

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| --- | --- | --- |
| Description | | Total |
| Project Management / Consultation(s) / Training Users | | $800 |
| Create Custom Design | | $1,600 |
| Create Content / Images | | $1,600 |
| Website Development | | $3,200 |
| Content Management System Development | | $4,000 |
| Setup Hosting / Domain / Database | | $400 |
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|  | Sub Total | $11,600 |
|  | Tax | 6% |
|  | Total Estimate | $12,296 |
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# timeline

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| --- | --- | --- |
| **Phase** | **Activities** | Completion Date |
| Project Start | Signing of contract | 13/04/2018 |
| Design | Design of website + approval | 25/04/2018 |
| Website Development | Development of website concept | 04/05/2018 |
| CMS Development | Development of Content Management System | 18/05/2018 |
| Database Development | Provisioning and Developing Database  for CMS System | 25/05/2018 |
| Training | Training users on Content Management System | 25/05/2018 |
| Testing | User acceptance + approval | 01/06/2018 |
| Launch | Go-Live | 02/06/2018 |

# Why?

Madison Electric needs to establish an updated online presence that is easy to maintain.

Choosing the right design services can make the difference between a mundane, forgettable experience for your visitors and one that engages them and distinguishes you from your competitors. Kayla VanHaverbeck will listen closely to Madison Electric’s vision. She obsess over every detail of that vision, incorporating graphic design early into the process to ensure every aspect of our design works as a unit. And Kayla VanHaverbeck won't stop until she delivers your visitors an unforgettable online experience, and you a unique expression of your business identity. Here are a few more things about us that will help us achieve Madison Electric’s vision:

* Kayla VanHaverbeck offers a wide variety of design options so you can find the perfect fit - When a business relies on a prepackaged web design, it risks losing its unique identity. You don't have to worry about that with Kayla. Our design options vary by the amount of content you require.
* Kayla VanHaverbeck's designs are based on powerful custom content management systems - She recognizes a great website isn't a stagnant creation, so she design a custom content management system. After she finishes your design, you'll be able to use the content management systems to maintain your site and adjust it as needed- even if you aren't tech-savvy.
* Kayla VanHaverbeck's designs are responsive to computers, tablets, and mobile devices so visitors can always experience them fully - Kayla is not satisfied until she can guarantee that all of your visitors will experience your site in the way that you envisioned it. Everything Kayla designs is responsive because she understand you only get one chance to make a good impression on a visitor.

# terms and conditions

Payment terms:

* 40% deposit on signing on contract
* 40% on launch of beta for testing
* 20% on deployment of final site