



# Website Proposal

Prepared for:  
LexisNexis IP  
June 4, 2021

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Good morning Chad and Jess,

Thank you for the opportunity to offer our recommendations and approach to creating a new web presence for LexisNexis IP and related properties.

We know that this project comes at a critical transitional time for your group. After a significant acquisition, years of one-off updates and incremental add-ons to our location on the corporate site, the LexisNexis IP offering has been left without a revenue driving digital presence. The overall corporate site navigation structure makes finding and engaging with your content difficult, significantly lowering what should be an extremely high rate of meaningful conversions.

This new LexisNexis IP website is the first step in your team's digital transformation, and we're excited about the possibility to be part of it.

Before we get into the details of our proposal, I'd like to summarize why we think we're a good fit:

- **We help companies transition.** As we've discussed, this new website is a first step in LexisNexis IP's transition to be a modern marketer. With our digital, design, demand and strategic capabilities, we are uniquely qualified to help you build on this foundation and work with you to develop and implement brand and demand generation programs, now and going forward, to grow your business.
- **We will use deep B2B development experience.** Our strategy, design and digital development teams have deep experience in the manufacturing and specified-product environment and across the spectrum of your specific requirements, including stakeholder discovery, UI / UX design, and technical integrations. We have implemented over 200 B2B sites, many with similar business and marketing challenges as LexisNexis IP's.
- **We take a realistic and long-term approach.** Most of our current clients have been partners with us for many years. We believe this can be attributed to the unbiased, honest and realistic approach we take to their marketing and technology challenges. As you've experienced with the UI project, we will never base a recommendation solely on what you want to hear, and we will always approach your challenges with your long-term, strategic best interests as the primary driver.
- **We make it work.** Today's technologies can be a distraction if mastering the tool gets in the way of delivering results. Our team's practical technology application skills run deep, and our expertise ensures marketing technology is in service of marketing strategy — not the other way around.

This proposal is based on the initial inputs we have received from you over the past few weeks and our team's beginning discovery work. We welcome this opportunity to walk you through our thoughts today and then we will complete recommended plan and proposal in the next few days.

Thanks again for including The Mx Group in your process.

# Project Objectives

The following are the core and high-level project objectives you defined for the LexisNexis IP website initiative:

- **Articulate your value proposition:** Deliver an informational outlet for targeted audiences to understand the benefits of our solutions and teach customers how to use our products.
- **Generate demand:** Create an optimal journey for generating new, high-quality leads in our global target markets – US, UK, France, Germany, Netherlands, Switzerland, Japan, China, Korea, Taiwan
- **Traffic-driving resources:** Create an outlet/repository for your own generated content and resources that support the company's position as an industry thought leader.

In addition, we believe the site should support future / road map objectives, including:

- Structuring the CMS that allows for strategic and incremental growth
- Authorizing localized content
- Support regional-specific marketing team members / authors
- Marketing automation integration (HubSpot) in short-term, with roadmap for Pardot integration included
- Personalization (WordPress managed)
- And more

# Our Approach

In response to these objectives, we are proposing a redesign of the website to meet all the objectives. Through our own evaluation as well as discussion with LexisNexis IP, here is an overview of the solutions:

1. Define conversion paths by persona / user type and create appropriate content to move them completely through the conversion process.
2. Implement an inbound-marketing content strategy that targets appropriate keywords in search engines, develops content specifically useful for those searches, and applies best-practice SEO to those pages.
3. Revise the information architecture to serve all audiences appropriately and eliminate anything that LexisNexis IP does not offer.
4. Implement analytics tracking of usage data for future refinement of the site.
5. Implement a flexible CMS that allows admins to create pages and new content through the CMS via content module library, eliminating the need for developers for basic-level content edits.

Through our own evaluation as well as discussion with LexisNexis IP, we are proposing the development of the CMS inside of WordPress. We feel this product best fits the needs that have been articulated both in the near term and over the foreseeable road map for LexisNexis IP.

WordPress is the most-used CMS platform in the global market and one of the simplest interfaces for authors. On the CMS side, it handles the present international needs of LexisNexis IP, and it is positioned well to provide support for the marketing team. It offers deep functionality for site maintenance and its open-source nature allows for third-party integration for site personalization, metrics and testing to support a continual improvement process.

We feel confident that WordPress' extensibility paired with our content module approach will provide your authors with the foundation they need to make edits across the entire site without the involvement of an experienced web developer.

Automated site monitoring, network intrusion protection, backups and disaster recovery are a subset of the features our hosting partner, Pantheon.io, has to offer. Pantheon is our preferred hosting solution because of their focus around WordPress security and performance.

As we step through the discovery, design and build processes, we apply a set of principles to what we do that defines the difference between a high-quality and effective site, and just a site. No matter who LexisNexis IP chooses to do this work, they will end up with a new website. The questions are:

- Will it be a website that attracts, converts and retains customers optimally?
- Will admins and authors be able to work with the system and continuously expand, improve and optimize the web experiences?
- Will it concretely drive the results that can be measured?

The sections below describe how we will approach these things for LexisNexis IP to make sure that the answer to all the questions above is: Yes!

## SITE ARCHITECTURE

Optimizing web conversions for complex and highly variable sales cycles (like LexisNexis IP's) is about much more than landing pages and button placement. This is a challenge that should be addressed in the core architecture of the site.

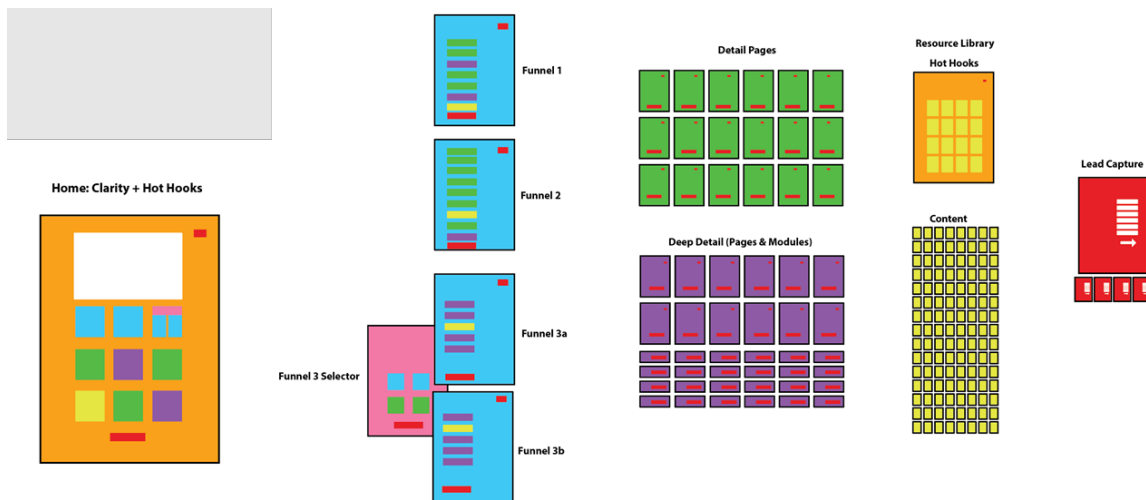
Through our discovery process, we will capture insights about your sales processes, your different buyer types and those buyers' needs at various stages of their journey. We will understand the needs of every user — from top-of-funnel prospects doing research to loyal buyers looking to reorder quickly — with questions like:

- **Early funnel:** Am I thinking of my challenge correctly? What does LexisNexis IP offer to address that? What does the brand stand for?
- **Mid funnel:** What do I get with a certain product? Life? Maintenance? Best use?
- **Late funnel:** How is the warranty or technical support different? Do those differences help ensure results? How do I make a business case to the key decision-makers? How can I spec the exact product I need?
- **Loyal customer:** What is my quickest path to reorder? Are there new products available that would better serve my needs?

Armed with these insights, we will design a model for site-wide navigation and content hierarchy. The model will be presented to you in the form of categorical lists, color-coded page flow maps (see diagram), and clickable wireframes. This allows us to collaborate with you to agree on an optimal theory for the site, and properly balance elements like:

- The user's control of their experience vs. our direction to conversion
- The delivery of long-form information vs. quick-read simplicity
- The right conversion devices aligned with the right context for each type of user in each stage of decision-making
- The informational experience aligned with the e-commerce experience

Optimizing the experience for every user at a structural level before time is invested in aesthetic design and content creation is the key to the success of your site.



(Above image) Example of a color-coded page flow map

## AESTHETIC DESIGN

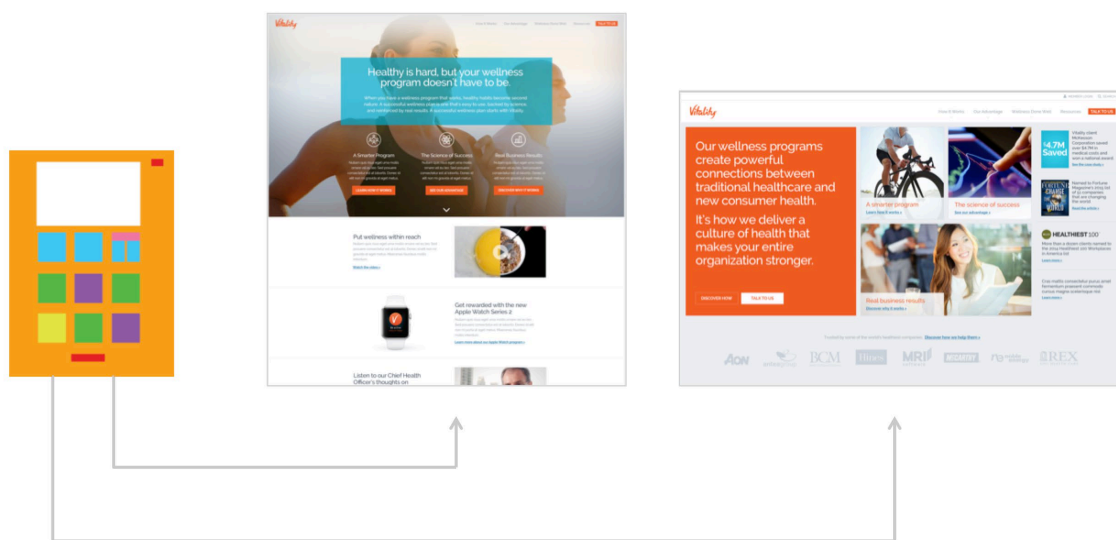
Studies show that most of a buyer's first impression of a site is design related. This includes things like image, color and type style, as well as cutting-edge interactivity. However, the most important design factor, by far, is ease of use. No amount of style or special effects can save an experience that is not clear, clean, and in context.

Building on a structural foundation of the color-coded page flows and clickable wireframes, we will design and deliver two distinctly different aesthetic style options for you to consider in the form of Home page and Product page mockups, mood boards, and style sheets. We may also provide page mock-

ups for any key elements that cannot be easily inferred from the above. For instance, critical elements of an e-commerce experience would be visualized before production were to begin.

All designs will grow out of LexisNexis IP's newly established brand direction. They will also be equally optimized for cross-browser and mobile responsiveness.

Once a final design is chosen, we will implement that aesthetic across the entire site throughout the development cycles. Constant creative direction will be provided during development to ensure that the spirit and integrity of the designs are part of every user experience.



(Above image) Example of two different homepage options. Both accomplish the goals of a **chosen page flow map**.

## CONTENT CREATION

While some of the content on your new site will be based on existing content from the current site, we are including a budget for both optimizing this existing content and creating new content where strategically necessary.

In the same way that aesthetic design was built on the structural foundation of the page flow maps, all content creation will be aligned with the established content hierarchies from the architecture. Whether optimizing existing content or developing new content, we will be responsible for making sure all the content on the site is tuned to the content of the desired user experience.

It will be simple and scannable where appropriate, and deep and detailed where desired. We will balance the communication of LexisNexis IP brand messaging with buyer-centric problem solving. We



will construct all conversion elements to be persuasive and in appropriate context. And we will ensure that the SEO strategy is applied to every page.

Before populating on the site, all content will include one round of client review and changes. Additional rounds of copy changes can be completed over time in the CMS. You may wish to complete some portion of content creation yourself, and we're experienced in working through a variety of workshare options. Final scope for content creation can be determined during discovery, defining any appropriate balances or workshares between us and LexisNexis IP.

## CMS ADMIN DESIGN

It's an all-too-common situation for organizations to be dissatisfied with a CMS product admin experience. Often, the driving reason for that is a poor implementation rather than inherent flaws in the product. When we build a site, we are designing the admin experience as much as we are the visitor experience. It's critical to structure content in a way that allows for:

- Easy visibility into which pieces of content are shared across multiple pages of a site versus only in one
- Comfortable form views of content that allow inexperienced users to update text without having to manage code to get it to look right
- Control of permissions to simplify the admin environment to just what an author needs
- Clarity about what content is localized for a particular market versus universal
- Workflow approvals that allow the preservation of brand consistency and message while maximizing the contribution from internal talent to make changes, add content, and build traffic

## SEARCH ENGINE OPTIMIZATION (SEO)

Research has indicated traffic from search engines is the largest driver of web traffic for most business sectors and is increasingly becoming a critical component of revenue. It is estimated that 51% of all website traffic comes from search engine traffic, with 83% of that traffic coming directly from organic search results. Add in the rapid adoption of mobile and voice search by consumers and their impact, and it's clear search will continue to be a major component of web traffic for the near future.

Using a collection of search engine approved coding standards and web technology best practices, combined with a sound content strategy, we can both increase the visibility of your website to search engines as well as improve the experience for users browsing search engine results and those who arrive at your site from a search listing. Our process does not focus solely on landing you in position #1

for every keyword you think you need but analyzing what keywords and phrases will bring you the most leads and focus our efforts on those that drive the highest ROI.

Our process begins with a technical and search engine audit of your existing website to understand how your site and thus, your brand, is viewed by search engines, as well as what existing sources of traffic need to be improved, maintained or removed.

Next, we perform a research cycle on keywords and content related to your products and services as well as those of your competitors and the industry at large. With input from your stakeholders, we will build a keyword content strategy, mapping specific keywords and phrases to website content and working with our internal (or your content team) to craft messages that support your brand, while being friendly to search engine crawlers and optimizing the visitor experience.

In parallel, our technical SEO experts will work closely with the website design and development teams to ensure that choices made aesthetically and technically will support the latest search engine technologies and eliminate any potential search engine penalties.

Lastly, as your website is launched, we configure the necessary monitoring and analysis tools to help identify search engine traffic patterns, opportunities for improvement and potential issues on an ongoing basis. These tools all help us transition into an ongoing cycle of monitoring your site and making recommendations to not only acquire new traffic from search but optimize your existing traffic. The only sure thing in the world of search is the need for ongoing updates and refinements as searchers change their behaviors and techniques.

# Proposed Scope

## STRATEGY AND AESTHETIC DESIGN

1. Discovery Meeting (3)
  - a. Website kickoff meeting
  - b. Business background meeting
  - c. CMS workflow, API, and other technology
2. Competitive website audit
  - a. Messaging / key content
  - b. Information architecture
  - c. SEO audit
  - d. Translation support
  - e. Content usage: social media, thought leadership, etc...
3. Website Tabletop Persona Session
4. Strategic messaging update & style tiles
5. Site architecture
  - a. Information architecture, navigation and site theory
  - b. Localization scope and approach
  - c. Content administration and workflow
6. Wireframing and blocking
7. Scope confirmation

## PAGE DESIGN, CONTENT CREATION, AND CMS IMPLEMENTATION

1. CMS Environment Setup
2. Template and Module Design (14 templates)
3. CMS Site development
  - a. Admin configuration
  - b. Blog setup
  - c. Knowledge center: filtering and search
  - d. Social networking options
  - e. Forms / email marketing capture

- f. Integration of SEO controls
  - g. Tracking / tag manager implementation
  - h. Advanced event tracking
  - i. Localization
  - j. User permissions
- 4. Content Creation
  - a. Copywriting:
    - i. Re-used pages – 600
    - ii. New pages – 15
    - iii. Re-written pages – 15
    - iv. Edited pages – 10
  - b. Images:
    - i. Source/create content images – 35
    - ii. Image cropping / resizing – 20
- 5. Content integration (600 pages)
- 6. SEO Analytics Implementation
- 7. QA, Browser and Device testing
- 8. Deployment and Production Release (single environment)

# International Scope (Japan)

## Page Design, Content Creation, and CMS Implementation

- 1. CMS Environment Setup
- 2. Content Creation
  - a. Copywriting:
    - iii. New pages – 5
  - c. Images:
    - i. Source/create content images – 10
    - ii. Image cropping / resizing – 10
- 3. Content integration (10 pages)
- 4. SEO Analytics Implementation
- 5. QA, Browser and Device testing
- 6. Deployment and Production Release (single environment)

# International Scope (Korean)

## Page Design, Content Creation, and CMS Implementation

1. CMS Environment Setup
2. Content Creation
  - a. Copywriting:
    - iii. New pages – 10
  - d. Images:
    - i. Source/create content images – 15
    - ii. Image cropping / resizing – 15
3. Content integration (10 pages)
4. SEO Analytics Implementation
5. QA, Browser and Device testing
6. Deployment and Production Release (single environment)

## TEMPLATES DESIGN & IMPLEMENTATION

Our estimate includes the design and build of the following 14 templates for the content website. The complexity of these templates has been estimated based on the existing content in the below named sections of the website. Some areas of the existing website may not be called out specifically because they will share the template format of the named examples.

CMS templates	Level of complexity
Homepage	complex
About Us	simple
Contact Us	simple
Customers	modified
Product	moderate
Resource primary page	complex
Knowledge center primary page	complex
Blog primary page	modified
Blog detail page	moderate
Press	modified
Legal	modified
404	simple
Landing page	complex

The complexity of these templates is defined as the following:

- Simple templates (3)  
Simple layouts, primarily long form content block pages.
- Moderate templates (3)  
Moderate amount of layout nuance with some functionality and behavioral requirements.
- Complex templates (4)  
Challenging page layouts, variety of content types mixed with functionality.
- Modified templates (4)  
Pages that reuse content blocks from other templates.

## HOSTING

Hosting will be through Pantheon. A best-in-class WordPress hosting solution. Offering scalable infrastructure, CDN, fully managed and free HTTPS certificates, automated backups, A tried and tested hosting solution that Mx has partnered with over several years and the recommended platform for WordPress hosting.

## **International hosting requirements / China**

2 options are available:

- Option 1 – host outside of China

Will likely provide better performance than your current China offering but will not resolve all the issues you have reaching out to customers in China. This option is through Pantheon's CDN offering, we can get close proximity to China (Hong Kong or Taipei).

- Option 2 – host in mainland China

This option will require an ICP license to be acquired and comes with a significant cost. Rough ballpark range for this is upwards of \$60-80k for the ICP license + any additional costs for technical needs. This solution would be facilitated through some of Mx's partnerships and require an additional discovery process.

## **ENVIRONMENTS**

Pantheon offers 3 environments out of the box. Development, Test, and Production. Additional environments are available and facilitated through Pantheon's developer dashboard.

## **SPEED**

Pantheon's global CDN offers advanced page caching from 70+ locations across the globe. A plugin provided for WordPress that works out of the box, no configuration required.

## **SECURITY**

Pantheon runs on a container-based infrastructure for isolated spaces for applications to run safely eliminating the risk typically found with clusters or virtual private servers.

Pantheon's Global CDN provides industry-leading WAF-style rules and DDoS Protection filtering for management of denial-of-service attacks. By filtering ongoing attacks and isolating traffic streams for each site and environment, Pantheon provides dedicated resources in times of need and prevents impact between customer websites.

WordPress core, module, and plugin code are write-protected in test and live environments guarding it against unauthorized updates.

Manages HTTPS

Compliance and Information security

- SOC 2 Type 2
- GDPR
- FERPA
- EU-US & US-Swiss Privacy Shield

## BACKUPS

Backups can be automated or triggered manually. Each backup, containing all site-related customer data, is shipped to cloud storage as a compressed archive. Backups are encrypted during transfer and at-rest with appropriate corresponding 256-bit Advanced Encryption Standard cipher modes, storing private keys and encrypted backup data on separate servers. Users can test restoration via the dashboard for any site for any manual or scheduled backup. They also can restore from a backup to a new site, on Pantheon or elsewhere.

## TRAINING

Training on the CMS has been included for now because general CMS training is often something we provide to our clients. After discovery, we will adjust scope to account for any mix of WordPress general training versus LexisNexis IP site-specific training.



# Pricing

LexisNexisIP - English DELIVERABLES	ESTIMATE
Content Web Implementation	
<b>Discovery, Strategy &amp; Aesthetic Design</b> Discovery Meetings & Site Strategy Competitive Website Audit Tabletop Personas for Website Strategic Messaging and Style Tiles Site Architecture Wireframing and blocking Scope confirmation	\$76,081 – \$85,591
<b>CMS Configuration and Customization</b> Deploy and configure baseline CMS instance Configure permissions Configure servers, code management, deployment process	\$4,040 – \$4,545
<b>Template Design and Implementation</b> Data structure design User- and admin-facing presentation design and styling Additional feature set: blog, knowledge center, forms, etc... Module QA CMS template integration	\$74,894 – \$84,255
<b>Content Creation and Integration (782 pages)</b> Section and Page Summaries (30) Content Coordination (30) Copywriting: New Pages (15) Copywriting: Rewritten Pages (15) Copywriting: keyword Integration on Pages (10) Review and organize existing images (TBD) Source / create content images (35) Image cropping / resizing / editing (20) Content integration with CMS (600)	\$56,104 – \$63,117
<b>SEO</b> Keyword research and topic clustering Keyword page level mapping (40 pages) Technical SEO implementation (all pages) Redirect mapping Tool configuration	\$12,018 – \$13,520
<b>QA / UAT</b> Manual QA Bug fix cycle Bug verification	\$8,536 – \$9,603
<b>Release to Production and Support</b> Deploy to production server Author training and guide	\$11,730 – \$13,196
<b>Subtotal</b>	<b>\$243,403 – \$273,827</b>

LexisNexisIP – Japan	
DELIVERABLES	ESTIMATE
Content Web Implementation	
<b>CMS Configuration and Customization</b> Deploy and configure baseline CMS instance Configure permissions Configure servers, code management, deployment process	\$1,460 – \$1,642
<b>Content Creation and Integration (5 pages)</b> Content Coordination (5) Copywriting: keyword Integration on Pages (5) Source / create content images (10) Image cropping / resizing / editing (10) Content integration with CMS (10)	\$10,704 – \$12,042
<b>QA / UAT</b> Manual QA Bug fix cycle Bug verification	\$1,144 – \$1,287
<b>Release to Production and Support</b> Deploy to production server Author training and guide	\$1,050 – \$1,250
<b>Subtotal</b>	<b>\$14,358 – \$16,153</b>
LexisNexisIP – Korea	
DELIVERABLES	ESTIMATE
Content Web Implementation	
<b>CMS Configuration and Customization</b> Deploy and configure baseline CMS instance Configure permissions Configure servers, code management, deployment process	\$1,460 – \$1,642
<b>Content Creation and Integration (10 pages)</b> Content Coordination (10) Copywriting: keyword Integration on Pages (10) Source / create content images (15) Image cropping / resizing / editing (15) Content integration with CMS (10)	\$13,948 – \$15,691
<b>QA / UAT</b> Manual QA Bug fix cycle Bug verification	\$1,144 – \$1,287
<b>Release to Production and Support</b> Deploy to production server Author training and guide	\$1,050 – \$1,250
<b>Subtotal</b>	<b>\$17,602 – \$19,803</b>

## NOTES

This is a preliminary estimate and does not represent a fixed project bid. This estimate is based on our understanding of the scope of work identified during our discussions and the requirements provided by LexisNexis IP in PDF format, described in this document, and based on experience with similar projects. Actual project fees may be higher or lower based on project scope determined during the discovery phase. Travel, third-party licenses, and other out-of-pocket costs are not included in this estimate.

## ASSUMPTIONS AFFECTING PRICING ESTIMATE

1. Single WordPress installation is included.
2. Will be deployed to Pantheon hosting environment.
  - a. requires a multisite setup for Pantheon – monthly recurring cost estimated at \$250/mo. and can vary based on traffic trends from international sites.
3. Client feedback will be complete and timely at the end of each sprint.
4. Assumes LexisNexis IP to provide site imagery.
5. LexisNexis IP will be provided full access to final website, inclusive of source code
6. Current scope does not include video production or interactive tools

# Timeline

	Wk1	Wk2	Wk3	Wk4	Wk5	Wk6	Wk7	Wk8	Wk9	Wk10	Wk11	Wk12	Wk13	Wk14
Discovery / Strategy														
Competitive website audit @ #														
Persona Development @ #														
Strategic Messaging Update & Style Tiles														
Site Architecture														
Wireframing / blocking														
Scope Confirmation														
CMS Framework														
Modular creation <i>Module (des/styling/QA) come from Google sheet Module Budget</i>														
Additional Feature Set														
CMS Setup and Template Integration														
Content / Asset Creation														
Content Integration														
SEO														
QA: Browser & Device														
Go-Live, Support														

# Development Phases

Exact target dates for release will be narrowed after discovery.

- Phase 1: September 15
  - US website release
  - Ongoing support offering: demand optimization, conversion will begin as soon as site is launched.
- Phase 2: Q4 '21
  - Japanese, Korean
    - Dependent on coordination of content, number of pages being built, and time for integration into the CMS
- Phase 3: Q1 '22
  - China
    - Release date is dependent on which hosting solution is chosen. Possible for earlier release date if hosting outside of China.

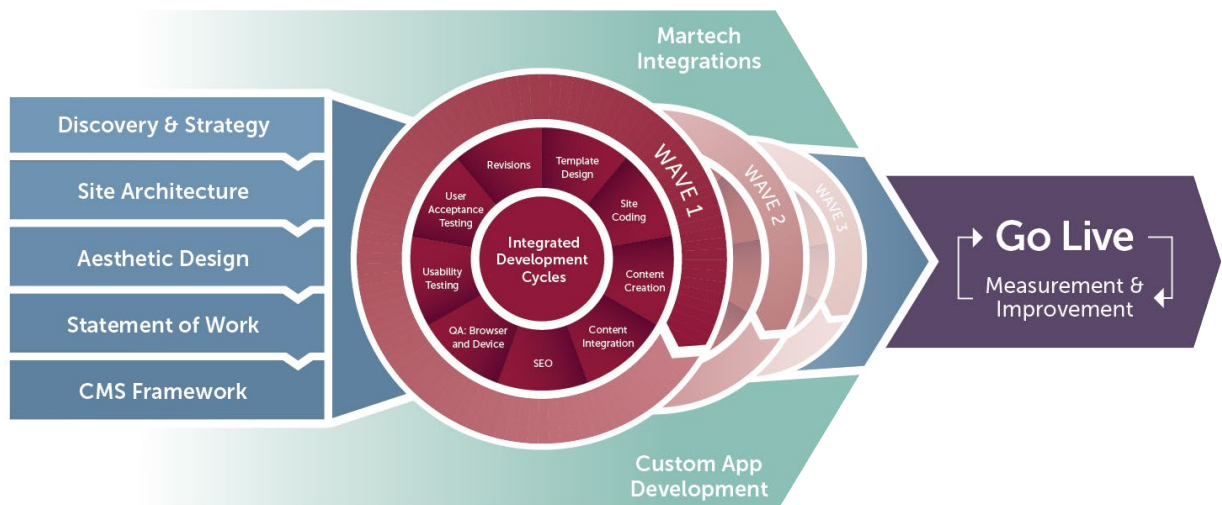
# How We Work

We offer comprehensive and leading-edge web design, front end development, and web and mobile application development.

Our team of UX designers, front end developers, programmers, quality assurance analysts and business analysts has deep experience across a range of technologies and disciplines. From user interface design to HTML / CSS development, CMS implementation, custom web and mobile applications, integration with third-party systems and databases, and more, our team can create compelling and relevant online content to engage your audience and move them through the buy cycle.

Our website and application development approach starts with foundational strategy work. For websites, our design and development paradigm borrows from the Atomic Design model. We start with the smallest components and create larger pieces of the interface and layout by combining these components. We focus on each piece being a building block that allows developers to create a wide variety of layouts using pre-existing elements. As part of each site, we also build a style guide using the actual CSS and HTML components to render the guideline elements. This guide serves both to help visualize change and help developers avoid recreating already-defined elements.

For application development, we utilize the Agile method of development, where strategy is established and the project then moves through iterative sprints with continual feedback and interaction with the client.



*Our agile web development process*

## HOW WE'LL BEGIN

The first phase of our engagement will consist of an in-depth discovery initiative designed to establish an optimal strategic and tactical foundation for the messaging, development and integration work for your new website. Our foundational approach begins with a thorough understanding of your objectives, allowing us to implement a plan that will allow you to maximize your website investment to achieve your short- and long-term goals.

## STRATEGIC FOUNDATION

Every web firm has a process that includes some type of discovery. Our foundational approach is more comprehensive than most to make sure you get the most value from every dollar you spend. Our goal is to make sure that the result of your investment is loved by your customers and delivers the right ROI for your business. We don't just collect the details about the site you think you should build; rather, we help you figure out what serves your business goals in the most efficient and effective way possible. Based on a thorough understanding of your business objectives, we'll implement a plan that will allow you to maximize your investment in your web assets and achieve your short- and long-term objectives.

Our approach will confirm the aspects of the current site most appreciated by your customers, while thoroughly understanding the gaps and speed bumps that can be improved on to take the site forward.

The strategic foundation for the website will be built upon the following activities:

- Discovery and Strategy
  - Discovery sessions and stakeholder survey
  - Site analytics review
  - SEO assessment
    - Initial site audit, competitive and industry audits
    - Keyword/phrase research
    - Keyword/phrase page mapping
    - Recommendations for content updates (new/edit)
- Site Architecture
  - Information Architecture strategy
  - Site navigation
  - Content architecture at the section, page and feature levels
- Aesthetic Design
  - Conceptual paths for the look and feel of the new site

- Finalization of a concept for your approval
- Design for all remaining site templates occurs in the integrated development cycles
- Scope Confirmation/Final Statement of Work
  - Confirm key findings from discovery
  - Align with budget expectations
  - Collaborate on prioritization

## INTEGRATED DEVELOPMENT CYCLES

We conduct integrated development cycles that result in a complete and working subset of pages and functionality at the end of each wave, similar to the Agile method of development. This approach allows for an iterative development process. We define and prioritize development cycles based on your preferences, complexity, scope, timing and dependencies. Each integrated development cycle includes the following:

- Template Design
  - Leverage CMS best practices to create a set of templates that deliver a consistent user experience and allow for effective administration of the website over time.
  - During the discovery phase, we will finalize the number of templates required to achieve the site goals based on the site map and content strategy.
- Site Coding
  - We will implement a responsive website design following coding best practices.
- Content Creation
  - The estimate assumes we will not be developing new content but will provide copy proofing to ensure the messaging is aligned throughout the site. This includes one round of client review and changes. Additional rounds of copy changes are often completed by the client in the CMS. You may wish to complete some portion of content creation yourself, and we're experienced in working through a variety of workshare options. Final scope for content creation can be determined during discovery, defining any appropriate balances or workshares between us and LexisNexis IP.

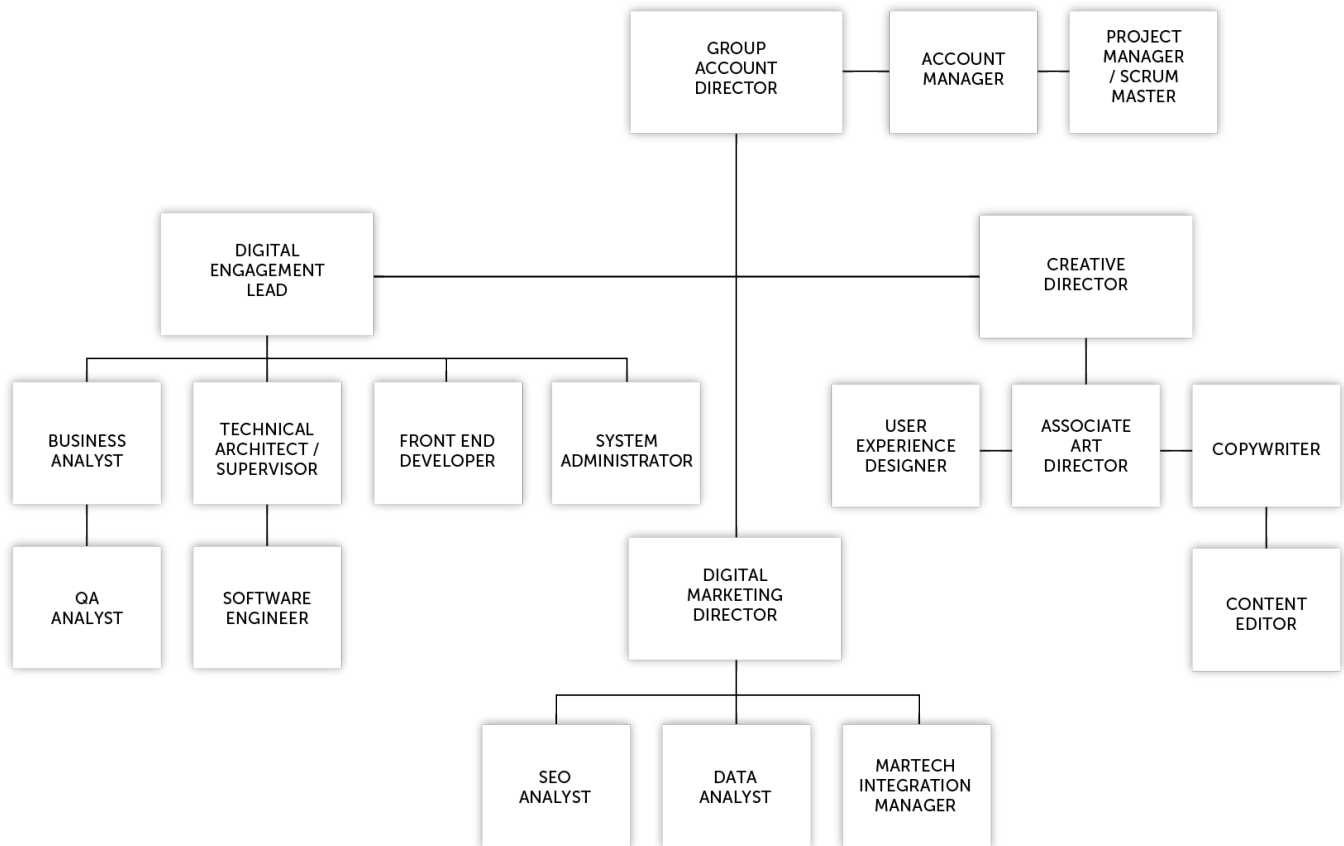


- Content Migration
  - Content from the existing website will be migrated in each wave of development, as necessary.
  - Where applicable, current dynamic content will be imported from the existing site.
  - Where necessary, current static content will be manually entered from the existing site.
- SEO
  - Our SEO experts work with designers and front-end developers throughout each integrated development cycle to ensure all pages and content are optimized for SEO.
- Quality Assurance, Browser and Device Testing
  - All pages and content in the cycle are put through quality assurance testing and assessed for browsers and devices as specified in the final scope confirmation.
  - The client team is given the complete section / set of content for internal review and testing. Revisions and refinement are made as needed.
- Feature Integration
  - Each wave of content and CMS development will be running in parallel with a development process to integrate or build desired web applications. Working pieces of this functionality will be demonstrated and presented with each wave.
- Implementation of Google Analytics
  - Basic implementation of Google Analytics for ongoing analysis of the website.
  - Additional opportunities for measurement and monitoring can be discussed during discovery and delivered in the final statement of work.

## GO-LIVE

- The new production server is spun up and configured
- Secure certificates are installed
- Site code and the managed content database are deployed to the new server
- 301 redirects for SEO are set up against all former URLs and tested
- Final integration testing is performed across the entire site
- Site backups are configured and tested
- DNS cut over from the existing servers to the new servers is planned and executed
- Live site smoke testing is performed to ensure the final environment is fully functional
- Site analytics are closely reviewed during the first week to assure that the go-live was fully successful
- The current estimate assumes a single hosting environment, although redundant hosting and load balancing can be scoped as part of the formal RFP

# Team Structure



# Proposed Team

We deliver services across multiple disciplines by utilizing talent from cross-functional areas, led by a single-point-of-contact account director and account management team. The account team is the primary client contact point. In turn, the account team manages workflow and communications with the appropriate team leads. LexisNexisIP will have significant direct contact with subject-matter experts (designers, business analysts, application development lead, etc.), but that contact will always be managed by the account team.

## ACCOUNT LEADERSHIP



**Peter C. Wroblewski**

*Principal & Founder*

As a co-founder of The Mx Group, Pete has helped B2B marketers connect the dots between strategy, creative execution and business generation for more than 20 years. Pete's passion is to provide leadership to businesses, helping to create integrated programs that excite markets, engage customers, effect sales and embed long-term value.



**Matt Binz**

*Senior Director of Digital Marketing & Demand Operations*

Matt leads the digital marketing practice at The Mx Group, which includes strategy and implementation in areas such as media planning; search, social and email; martech implementations; analytics; and conversion optimization. He has over 15 years of experience across hundreds of digital projects, starting as a web and application developer before moving into business analysis, digital marketing and project management.

## ACCOUNT SUPPORT



### **Libby Kosowski**

*Group Account Director*

With over 18 years in marketing/advertising, Libby has supported clients in nearly every industry and across all channels. Her heart really is in digital - the quick impact it can make with users, the smart and strategic thinking needed towards every detail is what continues to further her passion in marketing. She finds value and immense benefit in establishing a strong foundation for her clients in deeply understanding their business but also assuring that leadership and guidance is felt in the day-to-day initiatives and core agency/client relationship.



### **Ann Stierwalt**

*Senior Account Manager*

Ann brings over a decade of marketing and advertising experience to The Mx Group, where she leads digital and website projects. Over the course of the last ten years she has specialized in turning teams into change agents, technology into vital transformations, and visions into executable strategies across geographies and industries. She is an expert in website strategy, design and implementation, having managed some of the most technical Adobe implementations to date. Ann's work has been highlighted by Adobe at the Consumer Electronics Show in Las Vegas and showcased by InVision in its monthly "Spotlight," and her teams have won numerous CADM and Tempo awards. She is also regularly featured as a key speaker at digital conferences. Ann earned her B.A. in strategic communications at the University of Minnesota Twin Cities.



### **Dan Edwards**

*Director of Software Solution Delivery*

Dan joined The Mx Group in 2019, bringing more than 15 years of agency, startup and consulting experience. His past roles in the technology space include front end developer, product manager and business analyst. His expertise extends to user experience design for websites and software. Dan has worked on dozens of website projects serving the hospitality, consumer-packaged goods, manufacturing, insurance, telecommunications, automotive and education industries. Dan graduated from Western Michigan University with a BBA in advertising.



**Nathan Herring**  
*Front End Developer II*

Nathan joined The Mx Group in 2012. His attention to detail and knowledge of the entire development process make him a highly valuable player on many different teams across the agency. He has contributed his expertise on award-winning digital projects for clients such as Zekelman Industries and U.S. Cellular for Business. Nathan graduated from Eastern Illinois University with a B.S. in applied engineering technology.



**Kevin Quinn**  
*Digital Marketing Strategist*

Kevin joined The Mx Group in 2019, and he happens to be a happy former client of the agency! With over 20 years of marketing experience, he brings in-depth ideas and insights to his role as a digital marketing strategist. He is an expert in SEO, SEM, social media and multiple tech and creative platforms. Kevin is a big proponent of testing to optimize customer-facing online experiences. Currently he is working on our major telecom and industrial accounts, informing strategies and optimization recommendations across websites, SEM, SEO, and paid and social media.



**Manu Nair**  
*Lead Quality Assurance Analyst*

Manu joined The Mx Group in 2018 and has been a member of numerous teams providing quality assurance and assisting with the implementation of a variety of content management systems. With his strong attention to detail and familiarity with the software development process, he has served as a key contributor on projects for clients such as Spraying Systems Co. and MTS Systems Corporation. Manu graduated from Loyola University with a B.S. in computer science.



**Allen Morgenstern**  
*Creative Director*

Allen is a digital native with 20 years of experience in B2B and B2C. As a creative director, he has led teams creating integrated, B2B and CRM work for companies like Discover, Humana, Allstate, Toyota, HP, Sprint and more.





## **Tyler Dunn**

*Interactive Art Director*

Tyler joined The Mx Group in 2018. Working hands-on, he leads teams through the concept, design, testing and refinement of interactive experiences across all digital touchpoints. With 10+ years in the agency and consulting worlds, Tyler possesses a broad range of design experience, including work in the CPG, financial, industrial, defense entertainment and health care spaces. Always striving to innovate and keep pace with cutting-edge digital trends, he leads The Mx Group's digital and design lecture series, Connect. Tyler is a magna cum laude graduate of Southeast Missouri State University and holds a Bachelor of Fine Arts in graphic design.



## **Brannon Smith**

*Senior Copywriter*

Brannon joined The Mx Group in October 2020. Prior to Mx, Brannon spent 10 years creating content for both B2B and B2C verticals, with account experience including HP, Audi, Outback Steakhouse, Metlife and Intel. Brannon's writing credits span print, digital and editorial, and he holds a B.A. in journalism from Indiana University-Bloomington.



## **Mark Pajor**

*Content Editor*

Mark joined The Mx Group in 2016 and works on a wide range of client accounts for a variety of industries. As a content editor, he helps address errors, bring work in line with client brand standards, and otherwise ensure the quality of content. He holds a bachelor's degree in English and creative writing from the University of Illinois at Urbana-Champaign and a master's degree in Shakespeare and performance from Mary Baldwin University.



# The Mx Group

**TheMxGroup.com**

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