# Executive Summary

Full stand up and implementation of a mature consumer facing website that supports multiple languages. CMS will be needed to allow all content to be edited by business users without engagement from website developer. That means they give you a self-hosted solution to create and manage all the content on your website. Content Management solutions will help the website with an aesthetic look and feel that support management of structured and unstructured information sources based on the basic content and press release management capabilities. Such solutions enable effective management of content throughout its lifecycle – from creation to management to maintenance.

**Here are some of the primary reasons for Drupal as CMS**

* Drupal is a great option for those looking to build an enterprise level solution or site that contains multiple forms of content, features, functionality, and integrations
* Drupal’s have ability to handle multiple roles, integration, content, and complex configuration
* When it comes to organizing large amounts of data and content, many consider Drupal to be more a flexible and efficient solution
* Drupal user permissions and user roles are more advanced providing-controlled access to content
* Requires more technical developer skills
* Drupal still powers big websites. majority of Covid-19 manufacturers use Drupal for their website. Big government agencies stand up Drupal along with universities, member associations, and sports leagues

**SEO Services for Your Website**

Search engine optimization is the process of improving website position in search results for targeting keywords.

SEO strategy includes technical SEO, On page SEO and off page SEO.

Technical SEO-is improving technical factors on the website to increase website ranking

On page SEO-is optimizing individual pages to rank in Google

Off page SEO-is the strategy list of activities to improve website traffic

Deliver full documentation of the site, code, and design at the end of the project.

# Scope

* Environment setup for the Content Management System
* More secure website
* SEO friendly Website
* Incorporate the website design provided by SimaTree
* Ability to edit website content by business users
* Business users should be able to upload static resources (Images and Videos)
* Enable multi-lingual content support.
* The website contains 15 static pages and another 15 dynamic pages.
* The dynamic pages are Events, News, Videos and the 5 Lookup pages.
* Integrate 5 external APIs to show information on website
* Configure cloud infrastructure and deploy the website with dummy text
* English is considered default language. Will be using English version as fallback if some text/image/videos are not available in selected language
* Ensure the website content is accessible to all users (section 508 compliance)
* Responsive Design: - Mobile Friendly

# Out of Scope

* Content writing and translations are not part of this project.
* Procurement and development of images and videos.
* Multiregional deployments are out of scope.
* Features to add new Page or Menu/Menu-Items

# Assumptions

* All information published on website are public and no authentication needed to access the published pages and resources
* The external APIs (5 APIs) doesn’t have authentication other than a client ID.
* Only English and Spanish languages are supported in this phase.
* The site deployment can be done with dummy text and placeholders. SimaTree business users will be adding real content later.
* SimaTree will provide the site map and the website design for each page
* Job Search menu comes with 2 sub-menus (Indeed.com & Geo Carriers) which are just a hyperlink to respective websites and open in a new browser window.
* Access to relevant documentation pertaining to the existing as well as proposed system and environment
* All software licenses required to execute any project activity will be provided by the client
* Any additional requirements - outside those listed in scope of work, will be handled as part of requirements change management process and would have an impact on the timelines
* All project related clarifications will be available to development team before the development starts.
* SEO Keywords needs to be provided by the client.

# Rate Card

The following tables shows the rates for the resources needed for the development and ongoing support. The percentages are calculated based on the initial scope defined which may vary when more details available.

## Development (Minimum 3 months)

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Onsite US Development** | |  |  |  |  |  |
| **#** | **Role** | **Hourly Rate** | **Percentage Allocation** | **Month 1** | **Month 2** | **Month 3** | **Total** |
| 1 | Business Analyst | **$120** | 50% | $9,600 | $9,600 | $9,600 | $28,800 |
| 2 | Infrastructure Engineer | **$110** | 25% | $4,400 | $4,400 | $4,400 | $13,200 |
| 3 | Senior CMS Developer | **$120** | 50% | $9,600 | $9,600 | $9,600 | $28,800 |
| 4 | Tech Lead | **$120** | 50% | $9,600 | $9,600 | $9,600 | $28,800 |
| 5 | Tester | **$80** | 50% | $6,400 | $6,400 | $6,400 | $19,200 |
|  |  |  |  |  |  |  | **$118,800** |

## Ongoing Support

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Onsite US Support(Break Fix)** | |  |
| **#** | **Role** | **Hourly Rate** | **Percentage Allocation** |
| 1 | Infrastructure Engineer | **$110** | 10% |
| 2 | Senior CMS Developer | **$120** | 75% |
| 3 | Tech Lead | **$120** | 25% |
| 4 | Tester | **$80** | 25% |
|  |  |  |  |