

carnevale

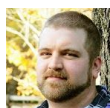
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Perkins Pond Protective Assoc.

Web Services Proposal



Prepared by Paul Carnevale, Jr.

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Table of Contents

Table of Contents	1
Introduction	2
Words of Encouragement	3
Your Website	4
Structure	4
Home	4
About	4
News	4
Contact	4
Membership	4
Stewardship	5
Water Carnival	5
Partners/Resources	5
Content Management System	6
Newsletter	6
Analytics	6
Email	6
Hosting	6
Our Development Process	7
Initial Planning	7
Wireframing	7
Copy & Graphics	7
Development	7
Testing	7
Training	7
Deployment & Optimization	8
Pricing	9
Project Milestones	9
Hosting	9
SSL Certificate	9
Ongoing Support	9

Introduction

I want to thank you for the opportunity to earn your business as your provider of web services for your project. There are thousands of companies offering these services, and yet here we are, with an opportunity to earn your business. I cannot understate how much we appreciate being able to put this proposal in front of you today.

At Carnevale Design, we believe in standing out. We stand out as a web design company by insisting on pushing the boundaries of website performance, and by delivering work of the highest quality on-time and on-budget.

Our mission to stand out doesn't stop with our internal goals. After all, our clients' satisfaction is what keeps our doors open, and helping you stand out is the best way to make sure you're completely satisfied. We're committed to helping your brand stand out in a crowded market, against a sea of hungry competitors.

I've included a lot of detail in this proposal, because I want to make it abundantly clear that Carnevale Design is the best web design company in business today. You'll find details regarding the functionality of your future website, our web design process, testimonials from past Carnevale Design clients, and detailed project pricing.

Thanks again for the opportunity, and I look forward to working for you and your team!

Paul Carnevale, Jr.

Carnevale Design

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Words of Encouragement

Nothing is more precious to us than an encouraging word from one of our clients. Rather than simply telling you how dedicated and skilled Carnevale Design is, I'd like to offer you a few examples of what our past web design clients have had to say about us:



We brought Paul in as the lead developer on a critical eCommerce application built with Laravel. He took the project all the way from our design to it's final deployment. He's an excellent communicator and perfectly managed our remote working relationship.

His technical leadership skills are exemplary: he made all the right calls while keeping me informed when necessary of the details in a programming language that I'm not familiar with. The final result was world-class, and our client was ecstatic.

Kevin Harvey
Director of Engineering
axialHealthcare



Ausbon Sargent Land Preservation Trust thanks Paul Carnevale, Jr. at Carnevale Design for his hard work, professionalism, knowledge and patience with us in upgrading our website.

Paul's redesign work has made our website so much easier to navigate, mobile-friendly and the graphics are beautiful and crisp.

Debbie Stanley
Executive Director
Ausbon Sargent Land Preservation Trust

Your Website

Structure

Home

- Large Image Hero Carousel
- Mission statement
- Contact information

About

- Brief History
- Referral to Facebook
- Officers
 - Executive Committee
 - Nominating Committee
 - Water Quality Committee
 - Special Committees
- By-Laws
- Next Meeting
 - Date, time & place for next meeting
 - Agenda for upcoming meeting
 - Minutes of the last two meetings *in PDF format*

News

- List of individual articles
- Archive of all past newsletters (*in PDF format*) from 2000 to present
- Referral to Facebook

Contact

- List of offices and related contact information
- Contact via web form (*sent to info@perkinspond.org*)

Membership

- Benefits the PPPA provides
- Join via web form (*sent to info@perkinspond.org*)
- Pay Dues/Donate *via downloadable, printable PDF to be sent via postal mail*
- Notify PPPA of Changes *via downloadable, printable PDF to be sent via postal mail*

Stewardship

- About the Pond
- Weed Watchers Program
- Water Testing
- What You Can Do

Water Carnival

- Water Carnival Date, time & place and plans and agenda
- Photos of previous water CarnivalIce-out Contest
- Volunteer or Help via web form (*sent to info@perkinspond.org*)

Partners/Resources

- NH Loon Protection Committee, NH Lakes Assoc, LSPA
- NH DES www.des.nh.gov/organization/divisions/water/wmb/vlap
- Town of Sunapee www.town.sunapee.nh., Ausbon Sargent, Soc for NH Forests

Content Management System

Our team is proficient in development using every major CMS, including WordPress, Joomla, Drupal, and Grav. Based on your needs, we feel that **Grav** (getgrav.org) is the best platform for your website.

Newsletter

We highly recommend MailChimp (mailchimp.com) to provide automated newsletter subscription functionality. MailChimp even offers a 15% discount to nonprofits and charities.

Analytics

Google Analytics (analytics.google.com) will be installed to monitor site traffic.

Email

Google offers it's G Suite products for free to nonprofit organizations (google.com/nonprofits). This includes as many email accounts (powered by Gmail) as you need, as well as a plethora of other services completely free of charge.

Hosting

To ensure consistent reliability and scalability, we'll host your website on our **Tier 1 Shared Hosting Package** which includes the following:

1. 500mb Disk Space

Our Development Process

We take a structured approach to web design. Our development process was created to ensure every project is delivered on-time and on-budget. Once your web design project kicks off, here's what to expect:

Initial Planning

The first order of business is to create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the web design process.

Wireframing

Wireframes are your first chance to visualize your website. While they're not nearly as detailed as the final site will be, they give us a visual representation of the site's overall layout.

Copy & Graphics

Once we've agreed on a final design and interactivity based on the prototypes, we'll proceed with further development, kicking off two phases in unison. The first involves creating your site's copy and graphics. We'll also get to work performing SEO and competitive research and come up with the copy and images that will flesh out your final site.

Development

At the same time, we'll continue developing the prototypes into their more finalized and polished versions. This will include deploying your CMS, creating your custom theme and page designs, and setting up your website's analytics.

Testing

Once the content, design, and development tasks have been completed, we'll get to work testing your site's performance and reliability. We'll use various tools to benchmark your site for loading, responsiveness, and speed, while also ensuring that it works reliably on all web browsers and mobile devices.

Training

Ensuring your team is comfortable with updating your website's content is critical. Not only will we provide documentation with step-by-step instructions.

Deployment & Optimization

Once we're sure that your site is ready to be released to the public, we'll deploy it on your public domain. Then, we'll shift into an ongoing support process where we'll create regular backups of your site, update scripts and plugins to maintain security and reliability, and perform layout and content updates at your request.

Pricing

Project Milestones

The table below details the costs associated with your project.

Name	Subtotal
Initial Invoice <i>Sent at the beginning of the project</i>	\$600
Final Invoice <i>Sent after the project's launch</i>	\$600
Total	\$1,200

Hosting

Once your new website is launched, it will be hosted on one of our servers under our Tier 1 Shared Hosting package. The following outlines the initial payment which will recur annually.

Name	Subtotal
Tier 1 Shared Hosting Package	\$100
Total	\$100

SSL Certificate

We will use the **Let's Encrypt certificate authority** (letsencrypt.org) to secure your website with a free secure certificate. The certificate must be **renewed each quarter at the cost of \$20 for each occurrence**.

Ongoing Support

All additional support not specified in this proposal will be provided at our **reduced nonprofit hourly rate of \$80**.