**SOW Project Name**

**Objective:** Convert existing craft website “http://bcaproud.com/” to WordPress. Design of the site will be the same and content will be migrated from the existing website to WordPress.

**Approach:** We will follow the below approach to convert existing website to WordPress.

**Theme** **–** <https://underscores.me/>

This is a simple static website having some content pages only. So, the suggested theme is enough to cover all the pages.

**Plugins –** below is the list of plugins which will be needed for the rebuild of the site.

1. Advanced Custom Field – <https://www.advancedcustomfields.com/>
2. WP Offload Media Lite for Amazon S3 and DigitalOcean Spaces – <https://wordpress.org/plugins/amazon-s3-and-cloudfront/>
3. Yoast SEO – <https://wordpress.org/plugins/wordpress-seo/>
4. Gallery – <https://wordpress.org/plugins/responsive-lightbox/> and its addon (paid) – <https://dfactory.eu/products/justified-gallery/>
5. Anti-spam – <https://wordpress.org/plugins/anti-spam/>
6. EWWW Image Optimizer – <https://wordpress.org/plugins/ewww-image-optimizer/>
7. W3 Total Cache – <https://wordpress.org/plugins/w3-total-cache/>
8. iThemes Security – <https://wordpress.org/plugins/better-wp-security/>
9. Sucuri Security – https://wordpress.org/plugins/sucuri-scanner/

**Home Page Integration –** Only form is showing on the home page with a heading and few links of inner pages. This is redirecting to a third-party site (http://bcaphiladelphia.force.com/?un=&pw=&submit=) and we will implement the same.

**Static Pages Integration –** Approx. 4 - 5 static pages are present on the website. We will use ACF plugin to develop these pages in WordPress. We will not put all the HTML in the editor but create new ACF field for each section of the page.

For example, on “About” (http://bcaproud.com/about-bca) page we will create separate field for each section.

**Contact Us –** It seems like this form is submitting data in the salesforce and we will use the same form code in the WordPress site. We need salesforce account details for the same in order to test it.

**Blog –** It seems like “News and Latest” is the blog page, which is showing the posts of three categories. Will use the posts to create the blog and will create three categories to display the posts. We will display the most recent post, categories, search in the sidebar similar to the existing implementation.

**Sign Up Form –** Newsletter form “Sign up for exclusive updates” is implemented on the website sidebar. It seems like this form is submitting data in the salesforce and we will use the same form code in the WordPress site.

**Disqus Implementation –** On the existing post users can comment using their Disqus account credentials. It seems like a script is implemented to add the discussion on the posts. Also, we have a button “BCA Philadelphia” which is showing latest posts from the Disqus and top commenters. We will use the same script.

**Data Migration –** We will migrate the existing data to the WordPress site. For static pages we will copy the content and for blog post we will either write the script or copy the content. As we checked the images are stored on the S3, we will use the plugin <https://wordpress.org/plugins/amazon-s3-and-cloudfront/>, it will upload the images to Amazon S3 server.

**Performance Optimization & Security –**

* Delete unwanted files & code from themes & plugins.
* Optimize images.
* Reduce page load speed.
* Change default admin URL.
* Change the default login error message to a generic one.
* Enable strong password policy.
* Disable debug mode in config file.
* Implementation of Gzip compression.
* Implementation of mod\_pagespeed.
* Implementation of browser caching.

**Quality Assurance –** We will perform the QA and will test the website in the generic devices and browsers.

* Operating System & Browsers –
  + Mac – Safari, Chrome, Firefox.
  + Windows 8, 10 – IE, Chrome, Firefox.
* Mobile Devices –
* iPhone 5 & 5c
* iPhone 6 & 6s
* iPad
* Nexus
* Galaxy S5
* Galaxy TAB 2

**Below is the breakdown.**

**1. Development of new design mockups - 40 hours.**

**2. HTML conversion of approved design mockups - 60 hours.**

**3. Integration of the converted design HTML's to the existing site, taking in consideration either replacing or extending the existing "UMass CPE" theme - 120 hours.**

**4. General Data Protection Regulation (GDPR) Implementation - 40 hours.**

**5. Site optimization for improving the overall speed of the site - 40 hours.**

**6. SEO & performance audit adjustments. Independent of both design and theme development, there are items that can be addressed to improve SEO and performance of the overall website - 40 hours.**

**7. End to end complete testing of the completed work in different browsers & mobile devices to ensure none of the existing functionality breaks - 100 hours.**

**Next Phase -**

**Upgrade from Drupal 7 to Drupal 8 - 80 hours.**