WEBLiNX

incorporated

CREATIVE   INNOVATIVE   RESPONSIVE

PROPOSAL OF SERVICES

CUSTOM WEBSITE DESIGN & DEVELOPMENT

PREPARED FOR

City of Asheville
70 Court Plaza
Asheville, NC 28801

Mailing address:
P.O. 7148
Asheville, NC 28802

BY

Dan Zarembski
Weblinx, Incorporated
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Oswego, IL 60543
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www.weblinxinc.com

Executive Summary

The purpose of this proposal is to show how **Weblinx, Incorporated ("Weblinx")** a web design and Development Company, will assist the **City of Asheville** in achieving its vision and mission by redesigning into a new user friendly website that is responsively designed and compliant.

Weblinx has designed, developed, and hosted about 1,000 websites and assisted marketing programs throughout the United States, including small businesses, corporations, municipalities, politicians, City's, and non-for-profit organizations. An online portfolio containing links to our client's sites may be viewed at www.weblinxinc.com which highlights graphic elements and functionality in a vast array of categories.

Weblinx will provide clean and professional graphics, full integration of content and a programming toolset with a tireless and responsive management team. The implementation of modern tools will empower the **City of Asheville** to simply, effectively and affordably manage and promote their website.

Background Information

Weblinx is an Illinois Corporation operating continuously since 2001 offering website design and development services. We offer a full range of sophisticated marketing solutions. Our solutions will surpass your expectations without exceeding your budget. We provide you with an excellent opportunity to promote your business professionally to millions of people globally. Our mission is to provide our clients with full service and affordable website and graphic solutions designed to enhance their brand identity.

Weblinx launched 149 websites sites between 2014 and 2015. Over 100 of those sites included a content management system and are responsive. Weblinx has also worked with publically funded entities as well. All the work within this proposal will be done by Weblinx staff.

Management Team

Weblinx design and development structure is setup to facilitate communication and information with the goal of providing a website in a timely and efficient manner. Internally, Weblinx manages the project with web based project management software. Externally, Weblinx works with our clients to establish communication protocol that best fits the needs of our customer within our structure. Weblinx carries regular Monday through Friday Office hours.5

Andy Clements (Chief Executive Officer): Andy has 20 years of experience in designing websites and has a Master's Degree in Business Administration with an emphasis in Operations and Technology from Aurora University. He is an adjunct Business and Information Systems Instructor at Waubonsee Community College, and is involved with a great number of community service projects. Andy started the company in 1997.

Theresa Kuhl (Sales and Marketing Manager): Theresa has 25 years of experience in sales and sales management, with a Bachelor of Arts degree in Journalism and Mass Communication from the University of Iowa. She has worked in advertising sales for both print and broadcast media. She enjoys working with customers to enhance their business' online marketing success and hence, creates long term successful partnerships. Theresa has been a member of the Weblinx team for 10 years.

Joe Chavez (Project Manager): Joe has over ten years' experience in website and graphic design and has been with Weblinx for two and a half years. He is a graduate of Columbia College Chicago with a Bachelor's Degree in Music Business Management and a minor in Web Design. Joe specializes in helping our partners achieve their goals.

Rick Pawela (Director of Interactive Media): Rick is an International Award Winning Interactive Designer and a graduate of Columbia College Chicago with his Bachelor's Degree in Interactive Media Design. Rick plays a critical role in creating graphics that leave a memorable impression through the use of Animation and Motion Graphics techniques. Rick has over 10 years of design experience with Weblinx.

Dan Zarembski (Account Executive): Dan brings over 10 years of sales and marketing experience to Weblinx. During the course of his career Dan has been responsible for many high profile partners. Dan grew up in Illinois and graduated from Southern Illinois University earning a Bachelor's of Arts.

Relevant Work
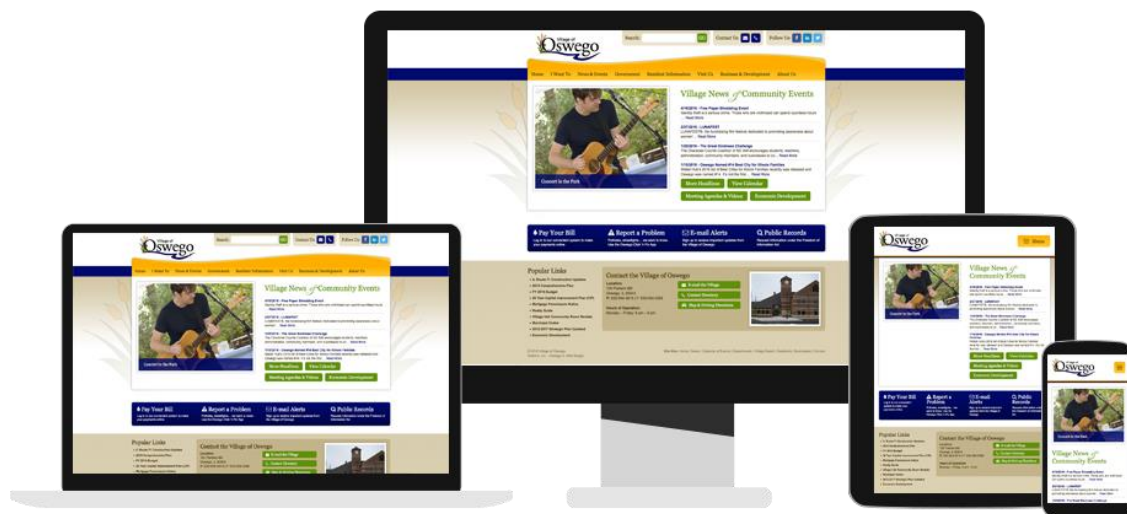
Village of Oswego
www.oswegoil.org
100 Parkers Mill
Oswego IL 60543

Michele Brown
Community Relations Manager
630-554-4636
mbrown@oswegoil.org

- Project Management
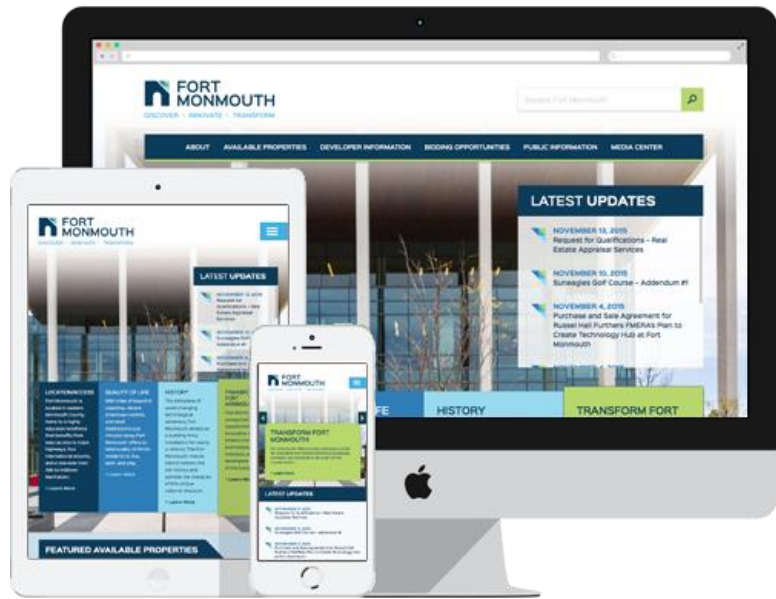- Web Design
- Web Development
- Hosting

Fort Monmouth
www.fortmonmouthnj.com
502 Brewer Avenue
Oceanport, NJ 07757

David Nuse
Deputy Executive Director and
Director of Real Estate
Development
732 720-6350
DNuse@njeda.com

- Project Management
- Branding
- Web Design
- Web Development

Village of Shorewood
www.vil.shorewood.il.us
One Towne Center Blvd.
Shorewood, IL 60404

Fran Giarante,
IT Manager
815-725-2150 ext. 31
fgiarrante@vil.shorewood.il.us

- Project Management
- Web Design
- Web Development

City of Asheville Overview

City of Asheville is interested in enhancing its web presence and ability to effectively communicate the City vision. The City general objectives are too:

1) New look and feel.
2) Utilize best practices in user interface design.
3) Must be accessible.
4) Must be responsive.

Requirements Grid (Information taken from RFP)	Yes	No
The website must have a new look and feel that incorporates modern best practices in user interface and user experience design. -Design of the website should support the branding efforts of the City and reflect the diverse make up and vision of the residents and businesses of the community.	X	
The home page must integrate with the Asheville City Source blog which features our news and events. City Source blog is a WordPress site.	X	
The website must address accessibility issues. --Accessibility to users of all abilities, including those with visual, hearing, or physical impairments.	X	
The design of the website must be responsive on mobile devices -Responsible layouts for mobile devices	X	
Proposal should include content migration to the new site.	X	
Capable of World Wide Web Consortium (W3) standards compliance.	X	
Web-based CMS user login through integration with the City's existing active directory authentication.	X	
Multiple CMS user roles.	X	
WYSWIG content editor	X	
Content Staging and restoration through histories or undo	X	
Content approval and user audit trails.	X	
User selectable templates or skins which can be freely modified.	X	
Intelligent search. -incorporate easy to use search utility displaying descriptive information on all content in search results.	X	
Content Style wizards.	X	
Document management system with access rights by user roles.	X	
Sub-site multi-site development	X	

Friendly URLs and/or URL aliasing.	**X**	
Site Maps.	**X**	
Cross browser compatibility, specifically compatibility with Chrome, Firefox, and Internet Explorer. -Ensuring site design is cross browser compatible.	**X**	
Support for Google Analytics.	**X**	
Comprehensive Documentation.	**X**	
Technical Support, security patches, and product updates available from the software developer.	**X**	
Valid software license naming the City of Asheville as the license holder.	**X**	
The platform, templates, themes, and/or skins code base must be reasonably extensible by the City of Asheville and /or other vendors.	**X**	
Functional and easy to use calendar feature.	**X**	
Provision of configurable site navigation menus on each page which provide quick access to all the key pages of the site.	**X**	
Provide integration with existing government web applications currently in use and provide for easy integration with future government applications.	**X**	
Integration with content from city social media sites such as Twitter, Facebook, YouTube, and Instagram.	**X**	
Optimized templates, themes or skins for page load speed.	**X**	
Full and complete training on the use of the CMS	**X**	
Master home page template and interior templates must use site skins which may be modified without requiring assistance from any particular vendor.	**X**	

The City of Asheville Creative Deliverables Include:

Custom Graphic Design

- Three Professional Custom Home Page Designs based on discussion and feedback from our project questionnaire.
- Content Page design layout.
- Mobile Page Design layout.

Custom Web Development

- Properly Prepared Graphics for web use.
- Custom Responsive Framework -HTML/CSS/Graphics preparation- Site will work properly in tablets and phones. The design will respond to the width of the device used display content appropriately. Over 50% of internet access now is from Mobile and tablet devices.

Content Integration and layout

- Weblinx will lay out and apply up web available web content up to 500 pages.
- Weblinx will create and test requested forms (up to 3).
- Create appropriate marketing effect (Slider, carousal, hover effects).
- Integrate interactive elements including Google Maps, social media.
- Staff Training.

Content Management Framework

- Use WordPress (latest version at Project start).
- Define User roles.
- Selection Form plugin for use which works with Windows server environment.
- Selection of appropriate WordPress SEO plugin.
- Set up Emergency notification style and plugin.
- Set up Document Management system to handle documents, meetings, agendas.
- Active Directory plugin.
- Set up search with document searching* (*plugin requires ongoing annual license renewal of $49 per year for updates. Price as of 2/11/2016).
- Menu/Navigation design for desktop and mobile.

Project Phases

Project Management

Upon project initiation, **City of Asheville** will be presented a timeline of important milestones for the project. The initial Project Planning meeting will be scheduled at the preference of **City of Asheville** and all parties involved. This meeting will address the following: definition of project scope, usability review, content management hierarchy and access, and site improvement recommendations, and further clarification of the design project questionnaire for web design/development. The information gathered from the initial Project Planning meeting will assist the Weblinx production team so that they may create the design, development of the website. Weblinx Creative team will work with **City of Asheville** team to develop an appropriate process. The process will be developed in collaboration with City of Asheville to achieve the goal of delivering a stunning and effective website in a clear, concise, and cost effective manner.

Full Custom Graphic Design, Revisions, and Site Interactivity

Weblinx will offer 3 custom design concepts from three staff designers using responsive web design for scalable viewing on portable devices. These design concepts will be based on **City of Asheville's** current marketing color palette, logo, vision, and direct answers from the project questionnaire. The design concepts will be submitted to **City of Asheville** for comment and revision. A typical design will go through 3-5 rounds of design revisions before the final design is achieved. An internal page design will be completed following home page graphics approval and a consistent theme will be carried throughout the website. Once the home and internal desktop design concepts are approved, Weblinx will provide mobile scale version of the home and internal pages. Revisions will be made before final designs are achieved.

<u>Full Content Integration to Include Client Customizations</u>
After the home and internal page desktop, tablet, and mobile designs have been approved, Images will be sized to 72 dpi in order to reduce load times while maintaining crispness. Weblinx will build the internal pages of the website with customer supplied content. Additional functionality and customizations will be implemented at this time. Weblinx will work the **City of Asheville** team to migrate the existing content into the newly created design.

<u>Site Enhancements and Beta Testing</u>
Following the build out of the website, **City of Asheville** will review the demo provided and offer feedback. Weblinx will work closely with City of Asheville to make all necessary enhancements to the existing areas of the website for improvement of the formatting and overall look. Weblinx also engages in extensive beta testing and editing throughout this phase to ensure all functionality is working per our standard level of performance. The site will be tested in Microsoft Internet Explorer, Edge, Firefox, Google Chrome, Mozilla, Safari prior to launch.

<u>Site Optimization</u>
Weblinx administers the following optimization strategies: Keyword Research, Competitor Analysis, Unique ALT Tags, Page Titles, Meta Descriptions, Live Text Navigation, XML Sitemap Creation, site submission to the Top Search Engines. The City of Asheville website is subject to an additional 30 days of monitoring and link testing by Weblinx staff. For sites requiring adherence to usability standards, Weblinx can design site to pages and HTML to conform to Web Content Accessibility Guidelines. The **City of Asheville** website is subject to an additional 30 days of monitoring and link testing by Weblinx staff.

<u>Training</u>
The **City of Asheville** team will be provided training on how to effectively use the website Content Management System utilizing the established style guidelines. Weblinx typical process calls for one administrative training session with key Department Staff.

Technology

<u>Content Management System</u>
Weblinx will install, setup, and customize the latest version of WordPress. This CMS is Open Source and based on PHP and MySQL. The WordPress CMS system has many features including plug-in architecture and a template system. All navigation is automated based on simple selection criteria. New pages can be added at any time and edited through the use of a page content editor. This editor can be customized and will be structured to meet the **City of Asheville's** specific needs. For instance, permissions may be set up so that staff members may submit to a supervisor for approval prior to publishing. Weblinx is recommending solution be setup in such a manner that Department Content Contributors can access information relevant to their Department only. Designated administrators will have complete access to all site components. Additional levels of control can be set based on initial questionnaire process and review.

<u>Web Hosting Requirements</u>
Weblinx Incorporated offers web-Hosting. Web hosting plan will need to run the following software to support technology proposed:

- PHP 5.6 or greater
- MySQL 5.0 or greater

Weblinx Hosting Package will support the traffic and web site designed. Hosting with Weblinx is optional.

Sample Schedule

Task	Resource	Duration/Date
Authorization to Proceed	City of Asheville /Weblinx	prior
Deposit	City of Asheville	prior
Web Questionnaire	City of Asheville	prior

Description: Pre project paperwork to be completed prior to start of project. Organizations typically take one week to two weeks to submit questionnaires.

Task	Resource	Duration
Project Start	Weblinx/City of Asheville	1-2 hours to schedule

Description: Project start meetings typically last 1-2 hours and is conducted with Weblinx and agency/organization staff. This meeting is to further define project expectations and Weblinx understanding of written questionnaires.

Task	Resource	Date
Homepage Design	Weblinx	Week 2
Internal Page Designs	Weblinx	Week 5
Responsive layouts	Weblinx	Week 8
HTML/CSS/Graphic Preparation	Weblinx	Week 10
Interactive Element Design	Weblinx	Week 12

Description: Weblinx will prepare static mockups and descriptions for review. We will start with home page concept moving to internals, then responsive view concepts. Time frame is based around 2 day feedback.

Task	Resource	Date
Content Management	Weblinx	Week 14

Task	Resource	Date
System Integration		
Content Migration	City of Asheville /Weblinx	Week 14
Content Management System Testing	Weblinx	Week 18

Description: Weblinx will apply Content system to site design and begin the migration of existing content.

Task	Resource	Date
CMS Training	City of Asheville /Weblinx	Week 20
Content Review	City of Asheville	Week 20
Technology Review	City of Asheville / Weblinx	Week 20
Site Launch		Week 21

Task	Resource	Date
Google Analytics Setup	Weblinx	Post Launch
Search Engine Submission	Weblinx	Post Launch
Live Site Monitoring	Weblinx/City of Asheville	30 days post launch

Description: Weblinx will integrate code on live site and invite major search engines to index website. Weblinx will monitor site over 30 days following launch for any inconsistences and make appropriate corrections.

Budget Breakdown

- Fees denoted below include all applicable fees, taxes and materials.
- These estimates are denoted in U.S. dollars at a base price of $100 per hour.
- Durations are approximated, and include all work, reviews, and revision cycle time.

Website Deliverables	Hours	Investment
Sub Total Project Management, Design, Development, and 1 day training in Asheville	300 hours	$30,000

Optional Maintenance and Support	Hours	Investment
Maintenance Weblinx will update WordPress and associated Plugins quarterly.	2 hours annual	$200
Support Weblinx will provide hours of support a year for technical questions and associated assistance.	24 hours 1st year	2,400
Additional Onsite Training Day (consecutive days)		$1,500
Sub Total Maintenance	**26**	**$2,600**

Optional Web Hosting	Hours	Investment
Web Hosting Weblinx hosting.	Annual	$400
Sub Total		**$400**

Optional	Hours	Investment
Per Web Page Content Layout and Migration	.5 hours per page	$50 per page
Project Based Requests Weblinx provides hourly graphic design, copy writing, web design, and web development work on per project basis.	Per hour	$100

Sample Weblinx Terms

Breakdown	Hours	Investment
Sub-total Website Deliverables with content Migration	300 hours	$30,000
Total of Option		**$30,000**
Optional Ongoing Support	26	$2,600
Additional Training Day		$1,500

- A25% deposit will be due upon project initiation; the remaining balance will be billed in 3 equal installments over the estimated duration of the project. The final installment due upon launch. Payments may be made payable to Weblinx, Inc. Deposits are non-refundable.
- Default of Payment. In the event of default of payment, customer agrees to pay all cost of collection, including a reasonable attorney's fees. Venue for litigation arising between the parties to enforce the terms of this agreement shall be fixed in the 1[6th] Judicial Circuit, Kendall Township, Illinois.
- Deliverable Ownership. **City of Asheville** will own all rights to the content and source code of the website.
- Work. All of the work necessary to produce the deliverables defined within this proposal will be performed by Weblinx employees. Weblinx will take responsibility for the quality and timeliness of the work produced. If the actual duration of the work exceeds the estimated number of hours allotted to complete the work, Weblinx has the right to review the project scope and additional fees may apply.
- Expiration. There is a 30-day rate lock on this agreement, from the date indicated below. After this period of time, Weblinx has the right to alter fees based on the going rates for service.

- <u>Hold Harmless / Indemnification.</u> The customer agrees it will indemnify and hold harmless Weblinx from and against all losses, claims, suits or other legal expenses of any nature imposed upon or brought against them by reason of any act of omission by customer/client or its agent or employees in the course of performing the work of providing the services that are the subject of this contract. Any losses will be limited to the amount of the work order/proposal.

Authorization

City of Asheville has caused this agreement to be effective as of the date indicated below. Please authorize this page and return to Weblinx via mail, e-mail, or fax to 630.551.0353. Thank you for your business.

WEBLiNX, INCORPORATED
165 Kirkland Circle
Oswego, Illinois 60543

FOR **CITY OF ASHEVILLE :**

_____
Name

_____
Title

_____
Date

FOR WEBLINX:

_____
Name

_____
Title

_____
Date