West Piedmont Workforce Investment Board

PROPOSAL

FOR

DESIGN, DEVELOPMENT, IMPLEMENTATION, HOSTING, SUPPORT AND MAINTENANCE OF WEST PIEDMONT WORKFORCE INVESTMENT BOARD'S WEBSITE

Proposal Date: 01/31/2014

To,
Philip Wenkstern
West Piedmont Workforce Investment Board

Dear Philip,
My name is Sulen Subramaniam and I am the CEO of Louder Design, a "full-service" digital agency located in the beautiful city of North Richland Hills, TX. I'm thrilled to include here our proposal for the West Piedmont Workforce Investment Board's web site design and development in response to your RFP. Kindly review the details outlining our experience and capability to deliver a truly exceptional website for your investment board. We are innovators in the web design and development space, so what you'll discover are smart features and functionality that can really "up the ante" for your staff, students, parents and alumni. I believe we bring the creativity and technical expertise you're looking for, plus more ~ We feel your project is a perfect match to our fortes.

Our primary goal is to fix a glaring need in the modern website market by providing the right blend of world class design concepts and cutting-edge features built on the fundamentals of usability. We understand that no organization is immune to today's fluctuating economy, making it our mission to customize offerings to fit your budget thereby giving you a total bang for your buck. We guarantee to offer the features you need at a price you believe in, versus what a vendor believes you should pay. Just because something costs the moon, doesn't make it the right solution and vice versa. Our ability to achieve this goal can be attributed to our team of genuine forward thinkers who strive to create home grown solutions that are a collection of original ideas, careful insight and flawless delivery. Our mantra - no matter what need you are looking to fulfil, big or small, we always start with what's most important and that is YOU.

The proposal includes details on our approach to the various solutions you have requested, including exclusive systems and tools such as our On-Page CMS, Unified Search, Social Media Tie-Ins, Media tools – Clients have repeatedly exclaimed that they've never seen better or easier to use systems that what we've built!

We started this year with the launch of www.visitalton.com, the destination website for the Alton Regional Convention & Visitor's Bureau representing the historic city of Alton, Illinois. The project featured a brand new website, CRM, social and mobile applications and to quote "Louder Design was able to offer us a more powerful feature set at a fraction of the cost proposed by a major provider in the non-profit space, thus making it a no brainer decision for us.".

I look forward to talking further and hopefully the opportunity to be selected as your next website services provider.

Sincerely,

Sulen Subramaniam
Chief Executive Officer
Louder Design

statement of qualifications

OUR COMPANY BACKGROUND

Our approach at Louder Design is simple: Build beautiful and smart websites that are a joy to use, easy to manage, and are set on a path that's ever-evolving. Our vision is to become your source for fresh ideas and solutions by challenging you to break free from the "me too" syndrome of today and help re-ignite and refresh the experience for your staff & visitors, all while expecting a level of quality, care and integrity that is a rarity today.

Founded in 2003, Louder Design is a global "full service" digital agency, inspired by its people, their ideas and the beautiful things they produce. We embrace both digital and traditional media, regardless of scope, and we make our solutions fun, effective, useable while at the same time paying fine attention to detail. We not only *think outside* the "box," but we *bring* fresh and creative ideas into it!

We're an "*idea*" company who create solutions through technology and our concepts are a collection of original thoughts, careful insight and flawless delivery. Backed by a strong creative, technical and advertising team, we are dedicated to help you stay competitive in today's online landscape. Although we live to create, what defines us most as a company is not our list of services, but our focus on the people we serve. No matter what need you are looking to fulfill, big or small, we always start with what's most important and that is YOU.

Louder Design is a division of Louder, Inc., a Texas based Corporation headquartered at 8412 Spence Court, North Richland Hills, TX 76182.

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COMPANY INFORMATION

Louder Design
8412 Spence Court,
North Richland Hills, TX 76182
(817) 350 - 4647 PHONE
(888) 356 - 8337 FAX

- Founded – **2003**
- Federal Tax Number - **65 - 1175624**
- Length of time in business - **10 years**
- Number of Full Time Employees - **12**
- Principal Technologies - **LAMP Technologies (Linux, Apache, MySQL and PHP)**
- Core Competencies
  - Creative Design
  - Web Design & Development
  - Branding
  - Corporate Identity
  - E-Commerce
  - Mobile Application Development
  - Search Engine Optimization
  - Search Engine Marketing
  - Social Media Advertising
  - Facebook Customization

Client Initials

CLIENT REFERENCES

Jong Cambron
Director of Public Relations, Alton Regional Convention & Visitors Bureau
(618) 465-0491 PHONE
Project: Custom Destination Website for the historic City of Alton, Illinois
jcambron@visitalton.com

Noe Martin
Technical Director, CM School Supply
(951) 520-3357 PHONE
Project: Custom E-Commerce Website for the Largest Educational Retail Chain in Southern California
noe@cmschoolsupply.com

Amy Geiger
Director of Communications, Fairbanks Convention & Visitors Bureau
(907) 459-3775 PHONE
Project: Custom Destination Website for the beautiful City of Fairbanks, Alaska
ageiger@explorefairbanks.com

Barbara Ajemian
Vice President of Convention Services, Long Beach Convention & Visitors Bureau
(562) 495-8334 PHONE
Project: Custom CRM Application for Convention Services
barbia@longbeachcvb.org

Stephen Hibdon
Director, J12
562-713-2125 PHONE
Project: Website Redesign for Global Ministry Organization
stephen@j12.com

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PORTFOLIO EXAMPLES

Visit Alton

The Alton Regional Convention & Visitors Bureau is a destination marketing organization serving northern Madison, Jersey and Calhoun Counties.

Project Highlights
- Professional W3C Compliant Web Site Design
- Mobile Application Development (5 new mobile applications for IOS 6, 7 and Android SDK)
- Microsite Development (5 microsites)
- Responsive Templating for Mobile + Tablet Display
- On-Page Content Management System
- Interactive Listings Manager
- Events Calendar
- Online Storefront (gift shop products + event/cruise tickets)
- Blogs
- News & Press Releases
- Social Lounge (www.visitalton.com/social-lounge)
- Advanced Trip Planner
- Smart Unified Search
- Feature Stories
- Trip Ideas
- Database Powered Forms with Google reCaptcha
- Site Analytics & Tracking
- Maestro™ Control Panel

www.visitalton.com | www.enjoygrafton.com | www.greatriversbyway.com WEBSITES

Explore Fairbanks

The Fairbanks Convention & Visitors Bureau is a non-profit marketing organization whose mission is to contribute to the economic well-being of the Fairbanks area by marketing to potential visitors.

Project Highlights
- Fresh Modern Design with Tasteful Animations and Page Effects
- Intuitive Content Management System (CMS)
- Listing Manager
- Events
- Articles
- Blogs
- Multiple Forms with Image Code Validation

www.explorefairbanks.com WEBSITE

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1. project summary

1.1 THE OPPORTUNITY

The objective for the West Piedmont Workforce Investment Board's web site design and development project is to create an intuitive and professional online presence and leverage modern web technologies and tools to more effectively promote its core offerings and services. In addition, it must also serve as a web platform to provide vital information to its staff, stakeholders, service providers, potential customers and to also allow non-technical administrators to effectively and easily manage site content via a central system integrated with a global network for content management and asset delivery.

The client is looking for specific improvements in user experience, web systems and a dynamic new look that underscores their desire for a creative, innovative, accessible and user-friendly website.

1.2 BENEFITS

The key benefits of working with Louder Design as a potential website provider are as follows:

1. Strategically develop an efficient web design of professional finesse

The best web design integrates your vision with what your visitor requires to form the right synergy of content delivery. Layout of site information and the definition of a clear navigation structure are vital to achieve this balance. This involves maintaining a consistent theme with respect to colors, fonts and other design elements on all pages.

2. Multiple device support

All our website creations are templated with HTML5/CSS3 using responsive methodologies to allow them to render perfect on modern web and mobile browsers without the slightest hitch.

3. Develop an effective link structure

An effective link structure enables users to intuitively navigate the website with the least possible clicks making the information truly at their fingertips.

4. Enable viral marketing strategies

The key goal here is to effectively integrate the client's social media channels ie. Facebook, Twitter, Instagram, Pintrest etc into various sections of the site to allow users to share site content that they deem interesting with the rest of the world thus exponentially increasing the potential outreach of your website.

5. Being search engine friendly at all costs

All site pages are built on the foundation of strong optimization principles using titles, tags, links etc to achieve better indexing with search engine crawlers. We help you nourish your site with rich content

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relevant to the nature of your business which slowly but surely shall propel you to a top ranking organic position for related search keywords and phrases.

1.3 THE SCOPE

- The project scope includes consultation, research, concept development, production and deployment as defined in the proposal details.
- West Piedmont Workforce Investment Board has an existing logo, color scheme and branding that will be maintained in the design process.
- Custom website template and layout design. Up to 3 design mockups and 2 subsequent revision included.
- West Piedmont Workforce Investment Board will supply all content (text and images) in standard, editable PC formats. Video conversions and image manipulation beyond template design priced separately.
- Photography is not included.
- Translation Services if required to be provided on all pages via Google Translate.
- Web Hosting and Email Services provided by Louder Design through our preferred hosting partner (if required by client)
- Domain name management (if required by client).
- SSL Certificate & Dedicated IP address if required will be priced separately.
- On-Demand Maintenance and Service Level Agreement (SLA) as proposed.
- Americans with Disabilities Act (ADA) compliant , providing the same level of world class experience to individuals with visual, hearing, motor, or cognitive disability.

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2. proposal details

2.1 STANDARD DESIGN APPROACH

The following practices describe some of our core guidelines in approaching your design project:

- ✓ **Goal-oriented.** Focus on call-to-action elements on all site pages that help visitors navigate the site in a more involved, meaningful manner and lead to conversion.

- ✓ **User-friendly.** Clear and consistent presentation of all key navigational elements throughout the site for an effortless, pleasant experience for the user. Key visual elements and techniques such as composition, balance, use of color, motion, white space and concise content will be used.

- ✓ **Tasteful.** Innovative presentation of site through tasteful use of interactive and multimedia elements for high impact, while maintaining readability, clarity and flow and avoid unnecessary distractions from the core message.

- ✓ **Relevant.** Create new opportunities to connect with your audience, through valuable interactivity and social features where it makes sense.

2.2 CORE SOLUTIONS

- ✓ **Rich Navigational Features in Home and Landing Pages**
  Create tasteful rich navigational features including animated image and content carousels on the home and other key landing pages to offer visitors a more lively and engaging experience of each section for that "wow" factor and marketing punch, while staying true to branding guidelines.

- ✓ **Modern, Professional, Scalable Site Design**
  Engage and retain site visitors with a high-impact design that exudes the qualities of the client's brand, all built on a solid, scalable platform using W3C best practices ensuring A-grade browser compatibility and SEO-friendly, semantic structure. All design templates created will be compatible with the following browsers:

  - Internet Explorer 10 or higher
  - Mozilla Firefox
  - Google Chrome
  - Safari
  - Opera

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✓ **Rich Homepage User Experience & Dynamic Content**
  Highlights include:
  - Dynamic and engaging motion effects to enhance impact and draw attention to key messages on the homepage
  - Use of efficient Web 2.0 user interface techniques such as tabbed content, accordions, overlay windows for global forms (contact us etc.)
  - Unified Search
  - Blogs
  - Social Media Integration
  - Media Gallery (Photos/Videos & Documents)
  - Multi-Language Support

✓ **User-friendly Site Navigation**
  Goal for the site map and navigation will allow users to find content they are looking for within 1-3 clicks, and greatly reduce bounce rates through a much more engaging, satisfying experience. Utilize crumb trails, visual highlight elements, consistent styling, and clear section and page titles for added ease of navigation.

✓ **Portability**
  Louder Design will build the new website utilizing portable code that can be easily migrated to servers supporting the common LAMP (Linux, Apache, mySQL, PHP) development platform with provision for a structured MVC framework.

✓ **Featured Enhancements**
  Highlights include:
  - Use of Responsive Design for creation of web templates to allow compatibility with modern mobile and tablet browsers that support HTML5/CSS3
  - Content Delivery for the website via our On-Page CMS system and global Akamai CDN

✓ **On-Page Content Management System**
  Leverage our exclusive, easy-to-use, proprietary On-Page Content Management System to manage specific editorial pages and sections on your site.

  Highlights include:
  - The tool allows your staff to browse your site naturally, adding and editing content blocks in its place, right on the page.
  - Ability to assign multiple permission levels to each administrator with varying editing capabilities/access to different CMS sections of the site.
  - Logging in to the Maestro™ Site Manager displays a "tree view" list of all editable pages on both the web and mobile versions, with the ability to add, delete, and change page display statuses.

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- Ability to create forms for use within the site complete with ajax validation schemes and Google reCaptcha security mechanism for prevention of spam entries.
- Photo and Video uploads to pre-defined areas are automatically resized and controlled to keep the layout intact.
- CMS feature is specifically for editorial pages. Blogs, Photo, Video and Files Sections will have their own management pages within their respective administration areas.
- Flexible browser titles & vanity URLs for Search Engine Optimization (SEO).
- CMS will be based on PHP/mySQL platform that is completely portable and upgradeable, designed and built by Louder Design.

✓ **Media Gallery**
Comprehensive display of photos and videos for an exciting view of relevant information, blogs etc. to help engage and attract visitors, members and staff. Supportive data includes titles and captions for all media, and built-in smart resizing on-the-fly makes maintenance very easy. Option to allow staff to submit relevant photos and videos with moderation, leveraging YouTube and Vimeo's bandwidth for zero impact on local resources, while providing added benefit of exposure on their wide spread user network.

✓ **Blogs (or) Feature Stories**
Leverage our exclusive, easy-to-use blogs module to manage blog (or) story posts on the site.

Highlights include:
- Logging in to the Site Manager displays a "tree view" list of all blog categories, with the ability to add, delete, and update blog posts under each.
- Photo uploads to pre-defined areas on the template are automatically resized to keep the layout intact.
- Ability to assign various permission levels to administrative staff with varying update capabilities.
- Pageless pagination to allow for seamless browsing of all blog (or) story postings in a single view.
- Ability to share blog (or) story posts on today's most popular social media networks ie Facebook, Twitter, Pintrest, Google+ etc.
- Ability for administrative staff to approve or delete comments given on a blog (or) story post providing a strong sense of moderation if required.

✓ **Social Media Tie-Ins**
Increase interactivity and user participation for client content pages through integration of wall posts, user comments and subscription-based alerts. Leverage social bookmarking services including Facebook, Twitter, Pintrest, Google+, Foursquare, Instagram and other prominent services, and easily retrieve usage statistics. To view an example of the integration process kindly visit www.visitalton.com/social-lounge.

✓ **Smart Unified Site Search**
Site Search feature will use a powerful auto-suggest functionality to bring up content, blogs & media matches instantly in a categorized view, reducing the number of clicks.

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✓ **HTML Automated Emails**
Use client branded HTML email for auto-replies to users requesting information through the site and to members of the site based on their subscription choices such as newsletters, alerts, notifications and more. Users can manage their subscription options at any time, and email content will be modular to reflect each user's personal preferences. User data will also be available for export to formats required by mail programs including Constant Contact, Mail Chimp etc.

✓ **Site Analytics & Tracking**
Creation of new or integration of existing analytics tracking code into all pages (if Google) and to include a direct link to detailed analytics and tracking reports from the client's Maestro™ Site Manager.

✓ **Optimization for Search Engines**
Industry standards for search engine friendliness will be implemented in the new site, including link relevance, friendly URLs, dynamic and/or customized meta tags, meta descriptions and title tags, Google webmaster tool and an XML site map – All controlled via the On-Page CMS.

✓ **Security**
One-way encryption via *MD5 hash* will be used for user and administration passwords, with password reset requests sent only to the email address on file. *There will be no available decryption methods to retrieve passwords in any usable format, even in the unlikely case of a database breach.* Permission levels for each user type will be established for editing content and access to specific areas of the site.

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3. project support & maintenance

3.1 PROJECT MANAGEMENT

Sulen Subramaniam will be Louder Design's central point of contact for this project with the West Piedmont Workforce Investment Board's staff and technical team. He will be accessible directly via phone at (817) 350 - 4647 and email at sulen@louderdesign.com Monday to Friday between 9AM-7PM CST. In addition he will be present at all technical conferences, training sessions and design-related meetings.

Coordination of all website requirements i.e. content, media etc will be handled by Sulen, preferably with single point of contact person designated within your organization. We will send details of any requirements as per the schedule provided below so that the client has ample time to gather and submit items from their end. We will also provide FTP access for large files uploads, but the client is always welcome to send any digital materials via email or postal mail if needed.

Mockups, design ideas, and production files will be uploaded and made available online to the client as and when they are ready for approval. Sensitive information will be password-protected. We will set up a staging environment on the actual server at the start of Production, accessible via a temporary URL, where the site in progress can be viewed by the client upon notification.

The project management checklist at Louder Design can be summarized into the key points below

- Overview: Why the project is being conducted by the client and its primary objectives
- Scope: Business needs, requirements, deliverables, constraints and work breakdown structure
- Schedule: Timeline for all key phases of the project with milestones under each of them
- Costs: Project price and its funding approach
- Quality: Quality measurement and control approach
- Project team: The people working on the project, their roles and responsibilities
- Communication: Communication type, channels and the reporting structure both at Louder Design and at the client
- Risks: Risk index, methods to identify and evaluate risks, risk mitigation and contingency planning
- Closure: Closure approach, including the deliverables hand-off protocol and launch methodology
- Changes: Procedures in place to handle feature tracking within the project
- Baselines: Adherence of the project to scope, schedule and budget baselines

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3.2 CLIENT RESPONSIBILITIES

This project demands significant involvement from the West Piedmont Workforce Investment Board staff members. Ultimate success is highly dependent on their effort as well. To help achieve a smooth and successful website design and development for West Piedmont Workforce Investment Board, it will be your responsibility to:

- Provide timely feedback (critique) on proposed home & inner page design concepts
- Provide complete details of all functionalities that are defined within the scope of services, with the acceptance of this proposal
- Provide final content copy for all non CMS pages
- Provide images in electronic format (a dropbox location will be provided where all images will need to be uploaded to)
- Provide links to the videos (youtube or vimeo video channels)
- Test for proper functioning of all internal and external web page links (sandbox test links will be provided a couple of weeks prior to launch)
- Test for the accurate and proper display of content information
- Test for System performance/response for loading of every web page and website components
- Provide warranty, terms of use, privacy and conflict resolution policy statements for the website
- Provide login credentials for FTP access to your current website's hosting provider (this is required if we need to get data from existing site)
- Ascertain that the materials provided to Louder Design, in connection with this contract, are not in violation of any copyright laws

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3.3 SERVICE LEVEL AGREEMENT (SLA)

Louder Design will provide the client with escalation procedures and key contact information to meet and exceed SLA guidelines as defined in the SLA Document, with the following key details:

a) We will provide a **dedicated support team** within our company structure for general connectivity issues (web and database) and basic website troubleshooting concerns -- They will be your first-call, tier 1 support, always available for all website related issues. The team will be all **US-based**, reachable directly **via email** (support@louderdesign.com) and will handle all escalation procedures based on issue type and priority.

b) Any further questions or issues that cannot be addressed by our support team, we will set up an **internal escalation process** to cover any gaps. That translates to having a second Account Manager aside from Sulen who will be available for website related inquiries.

c) Louder Design will not engage at any time the services of a third-party vendor or contractor to perform any task specified in the agreement. All items defined in the project scope will be completed only by Louder Design employees.

d) The website upon completion comes with a lifetime warranty based on the following terms and conditions:

- Any kind of templating and technical issues within the scope of the original site specifications will be fixed by Louder Design **FREE OF CHARGE** for the lifetime of the contract.
- The client will be provided a timeline for each issue reported for resolution + testing which generally ranges from 24 to 48 hours depending on the complexity and priority of the issue.
- For new features defined outside the scope of the original agreement, the client will be provided with a costing + timeline for implementation.
- Maintenance requests for site pages not having CMS capabilities, or creation of additional pages within the existing site template, will be priced separately.

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3.4 TESTING PLAN

The scale of this project requires that we split the testing into the following key sections

- User Interface
- Feature Code Library
- Database
- Analytics

This allows that some of the tests are fully automated while others may facilitate for visual inspections. The main purpose of our test plans will be to maximize the product quality, test the largest number of operating scenarios, ensure that models are upward compatible and identify incorrect operations. In addition, the test plans will be designed to address several unique features required by the client to be implemented on the website.

The primary test approach sets the scope of system testing, the overall strategy to be adopted, the activities to be completed, the general resources required in addition to the methods and processes to be used to test the release. There will be several formal review points during various stages of design, development and deployment which are vital in achieving a quality product. Testing during production makes it easier to locate and resolve errors, and minimizes the chance of existing bugs being replicated throughout later stages of development. Early and continued testing can eliminate the need for the costly redesigns and other major fixes that can result from overlooked errors.

Please find below a summary of the key aspects of our website test plan checklist

- Prepare proper documentation of your baseline web site testing requirements
- Provision of acceptable standard testing protocols
- Creation of a staging or test server to clone the web site's live server environment to be used primarily for testing and development based processes prior to the site's launch
- Documentation of the details of discovered bugs and their resolution practices
- Enforce regression or verification testing to make sure that a recent bug fix hasn't broken some other aspect of the site, or reinstated bugs that were fixed previously
- Validate the markup for each individual web page on the site using standard markup validators based on W3C recommendations
- Matching hosting infrastructure with estimated project server loads
- Test website feature set on multiple browsers and operating system platforms
- View pages on different screen resolutions at various color settings on a variety of displays
- Test all links, including navigation to ensure that all links work properly, and point to the desired location
- Test all downloads, search implementations, forms and error pages

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3.5 SUPPORT & MAINTENANCE

All issues or bugs (standard connectivity issues related to either web and database or basic troubleshooting concerns) faced by the staff during site usage should be communicated to our support department via email to support@louderdesign.com. These issues based on type and level of priority will be then be assigned to the respective team lead within the organization responsible for the particular issue type.

The support team at Louder Design strives to maintain the average resolution time for all client provided issues to be between 24 to 48 hours based on level of priority. The client will receive an email from our support staff explaining the nature of the issue and timeline for resolution if the issue is more complicated and requires a greater resolution time.

Warranty Information
- Any kind of templating and technical issues within the scope of the original site specifications will be fixed by Louder Design **FREE OF CHARGE** for the lifetime of the contract.
- The client will be provided a timeline for each issue reported for resolution + testing which generally ranges from 24 to 48 hours depending on the complexity and priority of the issue.

On-Demand Content Maintenance outside of the scope of the project is charged based on the following structure
- Static content maintenance – USD 25/hr
- Custom development requests, including creation of new custom web forms – USD 50/hr

Training
Additional web based training sessions if required by client will be provided using one or more the following methodologies by Louder Design and will be billed at an hourly rate.

-        Webex Video Conference Training Session (USD 50/hour)

* Minimum 1 hour charge per instance will be enforced in all maintenance, development and training requests

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3.6 HOSTING AND EMAIL SERVICES

✓ **Hosting and Hardware Details**

Louder Design recommends an advanced, enterprise-level hosting architecture built on the world-class Rackspace™ Cloud network (http://www.rackspace.com/cloud), the most reliable infrastructure in the world.

- Flexible "Hybrid" hosting technology enables ability to run Linux- and Windows-based solutions simultaneously and natively. Included platform setup is Linux, Apache, mySQL and PHP (LAMP).
- Managed disk space – **10GB to start**, upgradeable in increments of 10GB up to 50GB
- 1,000GB included Monthly Bandwidth
- Redundant Multiple Server Cluster with Cisco routers
- Redundant Power Systems and HVAC Systems
- Multiple drives networked via powerful RAID technology
- Enterprise-Level Redundant Load Balancers and Firewalls
- Advanced Fiber Optic Connections to the Internet, faster connections than T3
- Denial-of-Service (DOS) Mitigation
- SAN Storage Technology

✓ **Email Services (optional)**

- Up to 15 email accounts provisioned (extra email accounts can be added at an additional cost)
- Includes POP, IMAP, Secure IMAP, and Webmail Access Options
- Premium spam filtering and basic anti-virus solution included
- 1GB of allocated storage space per mailbox (can be increased to 3GB on request)

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3.7 SEARCH ENGINE OPTIMIZATION PROCESS

A couple of key points that provides a summary of some of the key actions that our online services team implements as part of our SEO efforts on client websites.

- We modify the website to a search engine friendly folder structure and we primarily achieve this process by linking all pages and subpages to as close as possible to the root folder
- Use the Google keywords tool to allot proper keyword priority and density to each page. Example: Each page is dedicated to rank higher for highly searched keywords such that there exists a balance between all the different keyword sets and also to have a constant and upward movement of SERP's.
- All site content is optimized using <h1>,<b>,<alt>,rel="nofollow" based on exactly what the situation demands. <title> tags are given the utmost attention so that we can properly placing relevant word in the right places.
- Keywords are optimized for both long and short tail for e.g. an educated calculation is performed to find the occurrence of highly searched keywords in the sentences, so that the crawler locates important words within equal intervals.
- Inbound links are established from industry leading forums that discuss and offer similar features to their clients.
- External links are passed on from website with high PR and are anchored with highly search keywords. External links are also generated by writing SEO-friendly content to relevant blogs and forums.
- Passing links from one page to another is done in such a way that necessary weight age for all important keywords across every page remains balanced. Example: When two important keywords battle for the top ranking position, and one gets the top slot, the other keyword should bag the second position rather than handing the position over to a competitor.
- ROI usability testing (A/B testing) is conducted with different versions of the same page so as to figure out which version provides the healthiest output from both a search engine and a customer point of view.
- The performance of the site can be tracked through both the webmaster tool and Google Analytics. The webmaster tool primarily is used to display keyword density, crawl & index status, errors in the site and other optimization issues while Google Analytics demonstrates the behavior of the site to outside world, and hence aids in optimizing the site for a better and faster reach.
- URL paths are changed to a friendly approach to better fit with SEO strategy. Example: adding extra keywords and page description to the URL tells the crawler exactly what the page is about.

4. project costs

4.1 COST SUMMARY

DESCRIPTION	COST
Website Redesign & Production ✓ Professional W3C Compliant Web Site Design ✓ Responsive Templating for Mobile + Tablet Display ✓ On-Page Content Management System ✓ Blogs ✓ Smart Unified Search ✓ Social Networking Components ✓ Database Powered Forms with Google reCaptcha ✓ Site Analytics & Tracking ✓ Maestro™ Control Panel	**$5,000**

Training
One-time web based training of both the website and Maestro™ control panel functionality to be provided using the following methodologies by Louder Design and is included as part of the project costing (additional training sessions will be priced separately at USD 50/hr)

- Webex Video Conference Training Session

Maintenance / Support Program
On-Demand Content Maintenance, minimum 1 hour charge per instance. Static content maintenance/content creation outside of the scope of the project is USD 25/hr, custom development requests outside of the scope of the project, including forms, are billed at USD 50/hr.

Advanced Hosting and Email Services (OPTIONAL) ✓ Rackspace Cloud Hosting ✓ Annual Renewals ✓ 15 Email Accounts Provisioned ✓ SSL and Dedicated IP Address Optional	**Included for the first year (annual renewal at USD 600/year)**

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4.2 PAYMENT SCHEDULE

West Piedmont Workforce Investment Board's Web Site – USD 5,000

- ✓ 50% due at contract signing – USD 2500
- ✓ 20% due on completion of design phase – USD 1000
- ✓ 30% balance at launch – USD 1500

Total due at contract signing – USD 2500

Kindly sign and email the contract to sulen@louderdesign.com.

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5. project schedule

MILESTONES	DATES	DURATION
1. *Initial consultation*	-	-
2. *Create project proposal*		-
3. Present project proposal		-
4. Sign Contract (start date of project)		-
5. Discovery Meeting & Site Requirements		1 weeks
6. *Deliver initial required graphics, database and site copy (by client)*		-
7. Homepage Design – present first concept		2 weeks
8. Design Approval		
9. Creation of Section Designs for Web + Design Approval		2 weeks
10. **Begin Site Production**		
11. *Deliver Final Required Copy and Images*		-
12. Site Production		4 weeks
13. Production Completion		
14. Final Internal Integration Testing		-
15. Present finished product to client – Client Testing		1 week
16. Receive final approval to launch		1 week
17. **LAUNCH SITE**		
18. Post-launch testing / Staff training		

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Project milestones are subject to timely delivery of content, images and other required materials. **Each day the delivery of a required item is delayed, all subsequent milestones will be pushed by one day.**

This estimate and all other materials presented to the client are proprietary and confidential, and may not be distributed or disclosed to outside parties.

Your signature below and initials on each page indicates that you accept the project terms as described in this proposal. The attached "Service Agreement" must also be executed prior to commencement of the project.

_____   _____

CLIENT SIGNATURE   **DATE**

_____

Client Initials