

PROPOSAL PREPARED BY MCDARMONT WEB DESIGN FOR WEST PIEDMONT WORKFORCE INVESTMENT BOARD

Submitted on 1/31/2014 by Brad McDarmont

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Thank you for your interest in working with McDarmont Web Design! We have reviewed your website requirements and have prepared the following detailed proposal. Given our experience in design, usability, programming, SEO, and marketing, we are confident that we can work with you to achieve your aims and goals. McDarmont Web Design guarantees the satisfaction of the client with our work and websites.

If you have any questions, please feel free to call me anytime on the email or phone number listed above.

Thank you for your time. I hope to hear from you soon.

1) EXECUTIVE SUMMARY

General:

The purpose of the project is to execute a complete design & development of a professional website for the West Piedmont Workforce Investment Board (WPWIB). The cutting edge website will feature all the elements, functions, and specifications as mentioned in the requirements stated below.

The major web technologies used on the website will be PHP, MYSQL, JavaScript, HTML, CSS and the Joomla content management system.

The main goal of this proposal is to determine an accurate time and budget estimate, as well as determine the main technological route, web technologies, methodologies, phases of work, and other important details to best achieve WPWIB's goals.

Project Objectives:

The website will:

- Allow the WPWIB to update stakeholders with relevant information
- Serve as a resource for potential customers
- Answer questions related to WPWIB programs
- Provide linkages to partners, larger programs, and social media presence

2) TECHNICAL VOLUME

A) Web Development Process:

For this project, McDarmont Web Design's work process will be a three-step methodology for delivering the web solution. The three step process includes the following deliverables for the development of a high end, database driven website, and cutting edge web application:

1. Template Creation:

McDarmont Web Design will create custom template images that reflects the overall look and layout of the websites based on the starting requirements. The custom design will give the website an attractive look and feel that is both user-friendly and elegant. The design includes cross-browser capability on all major web browsers as well as being responsive to tablets and mobile devices. This process ends once the client, WPWIB, is 100% satisfied with the template images.

2. Template Implementation:

McDarmont Web Design will take the template images and implement it to the web on a test website with test content. The website will be placed on a user-friendly content management system to allow for easy updates, changes, and maintenance. This allows the client to view the basic layout of the website on the web and confirm that there is still 100% satisfaction with the design and layout. During this stage site usability and testing will begin.

3. Template Implementation:

This third and final step includes adding the text, images, videos and creating the forms that will make up each individual page of the website. The last round of site usability and testing will take place to ensure the site is 100% ready for all users. Once completed the website will be ready to be taken "live." Content Implementation includes, but is not limited to, the following:

Current vaworkforcecenters.com content with any needed revisions:

- a. Home Page: Would include general welcome information highlighting important areas of the website such as Employers, Jobseekers and Youth. The home page would also include social media integration, latest news, upcoming events, photo slideshows and other related content.
- b. Employers Page
- c. Job Seekers Page

- d. Youth Page
- e. Centers Section/Pages
- f. WPWIS Section/Pages
- g. Contact Page(s): Would include contact information for the WPWIB and staff members such as emails, phone and fax numbers. The each contact page would also include a contact form so that visitors can submit their contact information and questions to be automatically emailed to the WPWIB.
- h. Partner Login: Would include a login system to allow to designated users access to specific areas of the website that other users cannot access.

Social Media Integration: Includes the integration of social media pages such as Facebook, Twitter, LinkedIn, Instagram and others. Integration includes live status feeds, photo gallery feeds and share buttons.

Through the above 3 step process we will deliver all the services designed to exceed WPWIB's expectations and needs. Once a client of McDarmont Web Design, you will be contacted regularly and be constantly involved with the work as well as updated on the website's progress.

B) Usability and Testing Standards

Our usability and testing standards are to test the website throughout each step of the development process from the initial template design images to the finished live version of the website. We test all of our websites on all major web browsers (Internet Explorer 7-11+, Mozilla Firefox, Google Chrome, Safari and Opera) as well as making sure the website is responsive to mobile and tablet browsers.

C) Technology Specifications

The content management system that we propose for this project will be the Joomla content management system. Joomla is an award-winning content management system (CMS), which enables you to build Web sites and powerful online applications. Many aspects, including its ease-of-use and extensibility, have made Joomla the most popular Web site software available. A full documentation can be viewed at <http://docs.joomla.org>.

The technical requirements for Joomla are as follows:

<u>Software</u>	Recommended	Minimum
PHP	5.4 +	5.2.4 +
MySQL	5.0.4 +	5.0.4 +
<u>Supported Web Servers:</u>		
Apache	2.x +	2.x +
Nginx	1.1	1.0
Microsoft IIS	7	7

3) MANAGEMENT VOLUME

A) Organizational Structure

For the solution we have prepared for your project, we have assumed that:

- **WPWIB** will provide at least one main point of contact through which feedback and communication will flow.
- **WPWIB** will provide the necessary content to complete the website such as text, photos, videos and contact forms.

The communication process for each development process step would be as follows:

Step 1 – Template Creation

McDarmont Web Design would send the first draft of the template design, which would include a home page and secondary content page design, to the designated WPWIB person(s) for review. WPWIB would then send any revisions, including a request for a complete redesign, to McDarmont Web Design. McDarmont Web Design would then send the revised or new template design to the designated WPWIB person(s) for another review. This process will continue until WPWIB is 100% satisfied with the template design.

Step 2 – Template Implementation

Once the template design is approved by WPWIB a test website will be created on the McDarmont Web Design server. McDarmont Web Design will then send a link to the test website to the designated WPWIB person(s) for review. WPWIB would then send any revisions to McDarmont Web Design. Once the revisions are made McDarmont Web Design will notify WPWIB to review the test website again and request any revisions. This process will continue until WPWIB is 100% satisfied with the test website design and layout.

Step 3 – Content Implementation

The designated WPWIB person(s) will provide McDarmont Web Design with any changes or new additions to the current content vaworkforcecenters.com website. McDarmont Web Design will then implement this content to the test website. Once completed McDarmont Web Design will request a review of the test website with the content provided by WPWIB. Once all content is approved on the test website the website will be ready to migrate and go “live” on the vaworkforcecenters.com domain.

Once the website is “live” McDarmont Web Design will begin scheduling tutorial and training sessions on how to use the content management system with WPWIB.

B) Schedule of Deliverables

Deliverable	Expected Date	Milestone
First Template Draft	Within 7 days from the start of the project	
Final Template Draft	Within 1-7 days depending on the response rate for feedback from the first draft	Project considered 25% complete
First Test Website Review	Within 10-14 days after approval of the Final Template Draft	
Test Website Design Approval	Within 0-7 depending on the response rate for feedback	Project considered 50% complete
First Content Review	Within 10-14 days of being provided content from designated WPWIB person(s)	Project considered 75% complete
Website Launch	1-2 days after all content on test website is approved	Project considered 100% complete

4) BUDGET VOLUME

A) Cost Breakdown

We estimate that the project can be completed within 45-90 days depending on the response rate for feedback during the first two steps of the development process. If you are working with a tight deadline, we can discuss arrangements to complete the project sooner.

Process Step	Development Hours	Cost
Template Creation	15	\$1000.00
Template and CMS Implementation	45	\$2500.00
Content Implementation	40	\$2300.00
Total Design and Development Cost	100	\$5800.00

Payment Options	Description	Discount Received
Payment in full upfront	Clients that pay for their website in full receive a 10% discount off the total price including additional services such as hosting and SEO packages.	10%
Half payment up front and half when the website is complete	Clients that pay for their website in full receive a 5% discount off the total price including additional services such as hosting and SEO packages.	5%

Monthly, Bi-Monthly or Quarterly Payments	The payments of the website will be divided evenly into 12, 6 or 4 even payments that will be paid every month, every other month, or every 3 months over the course of one year starting on the date of the first payment	No additional discount
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B) Maintenance and Support

- Each McDarmont Web Design client receives **1 free hour of maintenance per month**. Any additional time is billed at the rate of **\$60.00 per hour**
- Clients may purchase a maintenance package for **\$600.00/year** where all maintenance will be performed for no additional charge throughout the year regardless of time needed for the maintenance to be made.
- Total redesigns and e-commerce set-up are not covered in the maintenance package.

C) License Fees

There are no license fees associated with this project. All work completed by McDarmont Web Design is 100% owned by the client which includes, but not limited to, source code and graphic design. The Joomla content management system is free open source software.

D) Web Hosting

McDarmont Web Design will host your website and provide up to 100 custom email accounts if needed. This package is not required but is highly recommended to ensure the website's performance maintains at a high level once the website is launched. Our Apache server runs all the recommended PHP and MySQL software.

Web Hosting Package Cost: \$30.00/month or \$324.00/year (10% discount)

E) Training and Style Guide

There will be **no additional cost** to train WPWIB staff to use the Joomla content managements system. McDarmont Web Design will provide as many tutorials and workshops as needed until all WPWIB employees and staff members are comfortable with using the CMS. Full documentation on Joomla can be viewed at <http://docs.joomla.org>.

F) Other Charge Areas

Organic Search Engine Optimization Package (Optional):

McDarmont Web Design offers a Search Engine Optimization (SEO) package. Search Engine Optimization is all the different techniques and methods one can go about doing on a website to optimize it to get the best search engine positioning. When someone goes on Google or Yahoo to search for a topic they are interested in these different practices help determine where your website will appear in the results.

So if someone wanted to search "web design Danville, VA" the search engines will pick up on the websites that are better optimized and display them first. Being displayed in the top 20-30 results is extremely important when it comes to getting your website recognized and potentially attracting new clients/customers.

The services in our SEO package will include but are not limited to:

- updating your website with the major search engines and directories
- providing a website map that is registered with search engines

- Alt Tag keyword optimization, Meta Tag content and keyword optimization, and page title tag optimization
- Google Adwords, Adsense, and Analytics setup and monitoring

The most important part about SEO is keeping your website constantly updated so the search engine will have to check your website which in turn makes them more aware of your website. McDarmont Web Design will go into your website on a monthly basis and change the keywords on your website based on what people are searching for in fields related to your business and what keywords your competitors are using.

To achieve the optimum search engine position a website needs to be monitored and updated on a monthly basis. This will in turn allow for more people to find your website which means more business for you!

The package McDarmont Web Design has developed works on a monthly basis. The charge will be **\$100.00 each month** to monitor the website and make any changes necessary. If included with the initial design and development of a website McDarmont Web Design offers a discount for the SEO package. The price for the package will be **\$1000.00 for one year**.

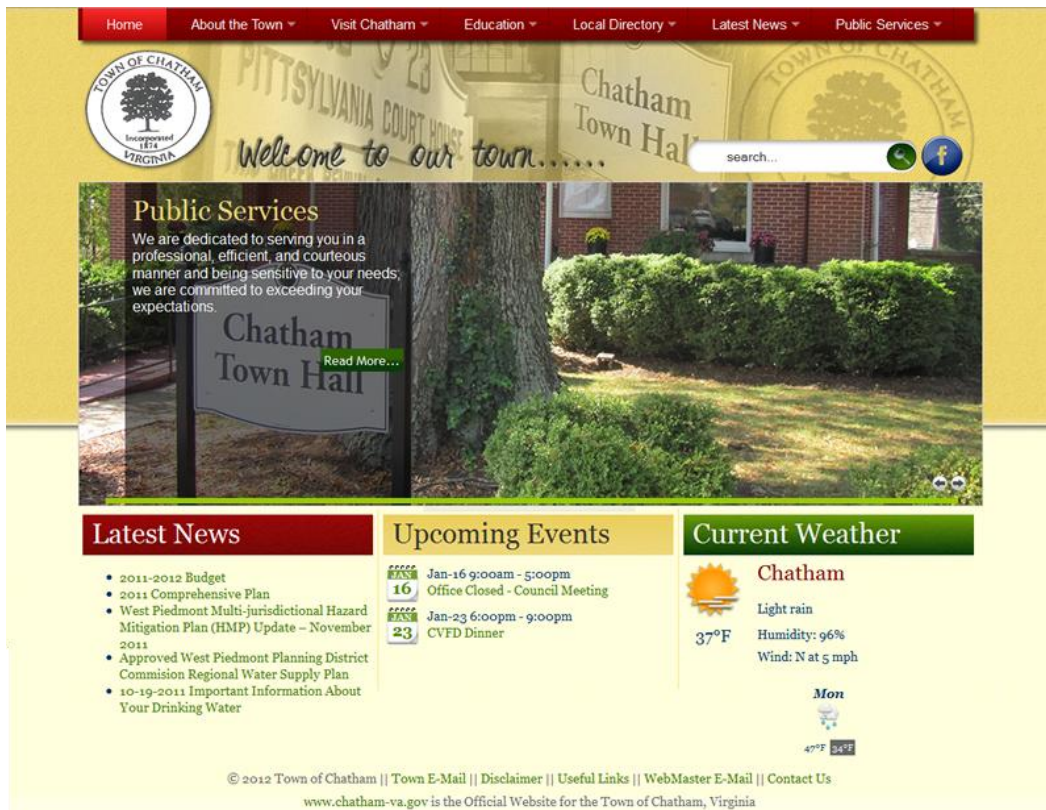
5) ATTACHMENTS

A) Qualifications and Experience

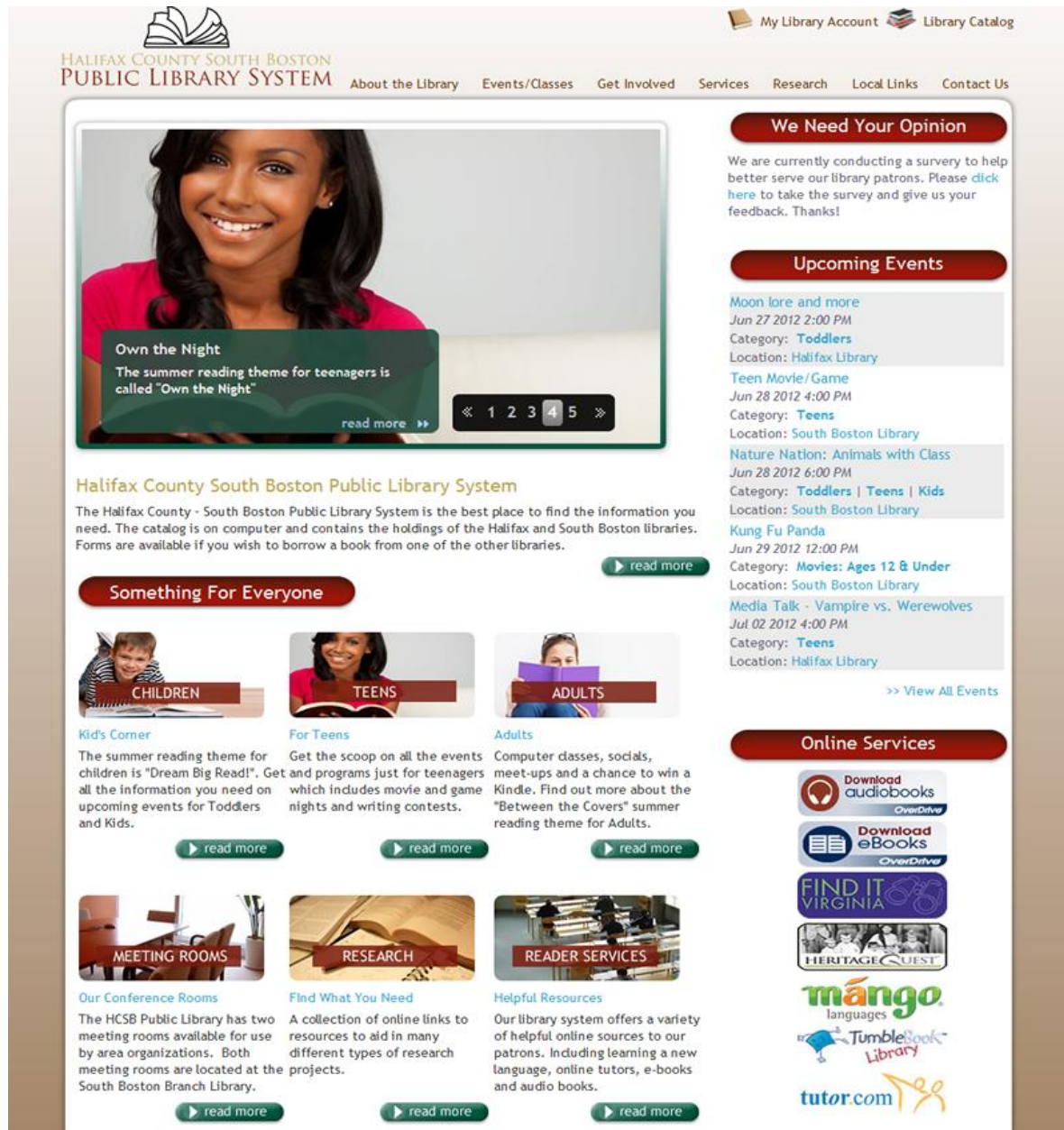
McDarmont Web Design currently has over 80 clients located mostly in Danville, Pittsylvania County and the surrounding areas. We also serve several clients in North Carolina and as far away as New York and California. Listed below are similar websites we have developed in the past that have similarities to this project.

Examples not listed here can be viewed at our website: www.mcdarmontwebdesign.com under the Portfolio tab.

Town of Chatham, Virginia – www.chatham-va.gov



Halifax County South Boston Public Library – www.halifaxlibrary.org



The screenshot shows the homepage of the Halifax County South Boston Public Library System website. The header includes the library's name, navigation links (About the Library, Events/Classes, Get Involved, Services, Research, Local Links, Contact Us), and links to 'My Library Account' and 'Library Catalog'. A large banner features a smiling woman and the text 'Own the Night: The summer reading theme for teenagers is called "Own the Night"'. Below this, a section titled 'Halifax County South Boston Public Library System' provides a brief description of the library's services. The main content area is divided into three columns: 'Something For Everyone' (with sub-sections for Children, Teens, and Adults), 'Online Services' (listing various digital resources like audiobooks, eBooks, and language learning tools), and 'Upcoming Events' (listing several events with dates, times, and locations). The footer contains contact information for McDarmont Web Design, Inc.

HALIFAX COUNTY SOUTH BOSTON PUBLIC LIBRARY SYSTEM

About the Library | Events/Classes | Get Involved | Services | Research | Local Links | Contact Us

Own the Night
The summer reading theme for teenagers is called "Own the Night"

Halifax County South Boston Public Library System
The Halifax County - South Boston Public Library System is the best place to find the information you need. The catalog is on computer and contains the holdings of the Halifax and South Boston libraries. Forms are available if you wish to borrow a book from one of the other libraries.

Something For Everyone

CHILDREN
Kid's Corner
The summer reading theme for children is "Dream Big Read!". Get all the information you need on upcoming events for Toddlers and Kids.

TEENS
For Teens
Get the scoop on all the events and programs just for teenagers which includes movie and game nights and writing contests.

ADULTS
Adults
Computer classes, socials, meet-ups and a chance to win a Kindle. Find out more about the "Between the Covers" summer reading theme for Adults.

Online Services

Download audiobooks
Download eBooks
FIND IT VIRGINIA
HERITAGE QUEST
mango languages
TumbleBook Library
tutor.com

Upcoming Events

Moon lore and more
Jun 27 2012 2:00 PM
Category: **Toddlers**
Location: **Halifax Library**

Teen Movie/Game
Jun 28 2012 4:00 PM
Category: **Teens**
Location: **South Boston Library**

Nature Nation: Animals with Class
Jun 28 2012 6:00 PM
Category: **Toddlers | Teens | Kids**
Location: **South Boston Library**

Kung Fu Panda
Jun 29 2012 12:00 PM
Category: **Movies: Ages 12 & Under**
Location: **South Boston Library**

Media Talk - Vampire vs. Werewolves
Jul 02 2012 4:00 PM
Category: **Teens**
Location: **Halifax Library**

>> View All Events

MEETING ROOMS
Our Conference Rooms
The HCSB Public Library has two meeting rooms available for use by area organizations. Both meeting rooms are located at the South Boston Branch Library.

RESEARCH
Find What You Need
A collection of online links to resources to aid in many different types of research projects.

READER SERVICES
Helpful Resources
Our library system offers a variety of helpful online sources to our patrons. Including learning a new language, online tutors, e-books and audio books.

The Arc of Southside – www.thearcsofsouthside.org



The screenshot displays the homepage of The Arc of Southside. At the top, a banner features a group of diverse children and adults, with the text "Achieve with us." and the organization's logo. Below the banner is a navigation menu with links: Home, About Us, Advocacy, Programs, Store, Get Involved, and News. The main content area is titled "A Life Like Yours" and contains a paragraph about the organization's mission: "All people want the same things out of life... A safe HOME, A meaningful JOB and RELATIONSHIPS we value and depend on! All of these things bring us security and HAPPINESS. People with disabilities WANT AND DESERVE the same thing.... A LIFE LIKE YOURS!". To the right of this text is a photo of a smiling woman and a young child. Below the main content, there are three columns. The left column, titled "Latest News", lists several updates: "Computer Lab Grand Opening", "October National Employment of People with Disabilities Month!", "New Program Starts at The Arc", "Planning for our Future", and "New Name - New Look - New Directions". The middle column features a video player titled "The Arc – Driven by Opportunity" with a play button and the text "for our children". The right column, titled "Want to help?", contains text about equality and inclusion, a link to "Get Involved", and a statement about supporting the organization. Below the video player is a "User Login" section with fields for "Username" (containing "arcadmin") and "Password" (masked with dots), a "Remember Me" checkbox, and a "Login" button. At the bottom of the page, a footer contains copyright information: "© 2013 The Arc of Southside", contact details "7180 Hwy 29", "Blairs, Virginia 24527", "434-836-3272", and "All Rights Reserved".

The Arc
Southside

Achieve with us.

Home | About Us | Advocacy | Programs | Store | Get Involved | News

A Life Like Yours

All people want the same things out of life... A safe **HOME**, A meaningful **JOB** and **RELATIONSHIPS** we value and depend on! All of these things bring us security and **HAPPINESS**. People with disabilities **WANT AND DESERVE** the same thing.... **A LIFE LIKE YOURS!**

Latest News

- Computer Lab Grand Opening
- October National Employment of People with Disabilities Month!
- New Program Starts at The Arc
- Planning for our Future
- New Name - New Look - New Directions

User Login

Username
arcadmin

Password

Remember Me ☐

Login

Want to help?

If you believe in Equality, Inclusion and Respect for all people... [Get Involved](#) with The Arc of Southside Today!

Supporting The Arc means helping people to live their best lives!

Upcoming Events

© 2013 The Arc of Southside || 7180 Hwy 29 || Blairs, Virginia 24527 || 434-836-3272 || All Rights Reserved ||

Tuscarora Country Club – www.tuscaroracountryclub.net

TUSCARORA COUNTRY CLUB

Danville, VA
63°F Cloudy Humidity: 82% Wind: 13 mph

HOME ABOUT US MEMBERS GOLF AMENITIES NEWS & EVENTS CONTACT US

WELCOME TO TUSCARORA COUNTRY CLUB

Click to read more

MEMBER LOGIN

User Name
tccadmin

Password

Remember Me ☐

Log in

- Forgot your password?
- Forgot your username?

UPCOMING EVENTS

2013 Ryder Cup
Saturday, Oct 19 2013, 8:00 am
Category: Men's Tournaments | Tournaments

LATEST NEWS

Pool Closing September 3rd
Thursday, 05 September 2013
The TCC pool closed as of September 3rd.

2013 Member Guest Recap
Friday, 23 August 2013
Dear Member/Guest Participants, First and foremost I would like to applaud everyone's participation in this years...

THE TAP ROOM

- Tap Room Menu -

Click to View

SALAD WITH GRILLED CHICKEN	\$5.50	CHICKEN TENDERS	\$4.95
HAMBURGER	\$4.75	CLUB SANDWICH	\$5.25

GOLF HOT SHOTS!

- Jon Paul Cassada - Eagle - #14
- Vic Hardy - Eagle - #17
- Joel Love - Eagle - #14 (Twice)
- June Oakley Eagle - #16 (Par 4)
- Ronnie Fowlkes - Eagle - #8

© 2013 Tuscarora Country Club | 701 Golf Club Road, Danville VA 24540
Phone: 434-724-1387 | Pro Shop: 434-724-4191 | Email: tuscarora@chatmossable.com

Website Provided By: McDarmont Web Design

B) Biographies

Brad McDarmont – Web Design and Development, Graphic Design

Brad McDarmont started McDarmont Web Design in 2005 while a student at Radford University where he graduated with honors with a degree in Information Science and Systems and a concentration in Web Development. McDarmont is currently pursuing his Master's in Information Technology from Virginia Tech.

- 9 years of Web Design/Development Experience
- Developed over 100 websites for both non-profit and for-profit organizations
- Skills include: HTML, CSS, PHP, ASP.NET, MySQL, Javascript, Organic SEO
- Software used: Adobe Master Collection (Photoshop, Fireworks, Dreamweaver, etc.)

C) Professional References

All of the following references are clients that worked with to develop their website.

Paul Nicholson, Presenting You

Phone: 434-489-9480

Email: paul@wepresentyou.com

Website: www.wepresentyou.com

Jon Paul Cassada, Board Member

Tuscarora Country Club

Phone: 434-250-0832

Email: jcassada@vt.edu

Website: www.tuscaroracountryclub.net

Carol Willis, Danville Redevelopment

& Housing Authority

Phone: 434-792-5544 - Ext. 11

Email: cwillis@drhava.com

Website: www.drhava.com

John Adkins, Four Seasons Pest Control

Owner

Phone: 434-251-6100

Email: john@bugman4u.com

Website: www.bugman4u.com

Jessie Thompson, Commonwealth Document

Management, Marketing Specialist

Phone: 434-250-6218

Email: jessie.thompson@chhcgroup.com

Website: www.commonwealthdocumentmanagement.com

Edmund Giles, Town of Chatham

Phone: 434-432-8153

Email: edmund.giles@chatham-va.gov

Website: www.chatham-va.gov

Joe Zappacosta, Halifax Library

Director

Phone: 434-476-3357

Email: jzappacosta@halifaxlibrary.org

Website: www.halifaxlibrary.org

Mike Lewis, Dan River Emmaus

Community Lay Director

Phone: 434-251-4739

Email: kbl.mwl@gmail.com

Website: www.chatham-va.gov

Tonya Fowler

The Arc of Southside, Director

Phone: 434-836-3272 – Ext. 1304

Email: director@thearcofsouthside.org

Website: www.thearcofsouthside.org

Dr. Joey Faucette

Phone: 877-437-5639

Email: joeyfaucette@embarqmail.com

Website: positivemedianetwork.net