

Forrest City Website Transformation, SEO & Social proposal

Submitted by Tim Vahsholtz
tim@quartzlightmarketing.com
501-470-8559

Cedric,

I've updated this proposal based on our discussions with Judge Hughes. This proposal discusses how we can, by improving the user interface of the area's websites, (cityofforrestcityar.com, forrestcitychamber.com, and stfranciscountyar.org), be able to better update each site, and add dynamic tools to connect those sites, work with you to increase sponsorship, revenue and visibility.

My second discussion with Judge Hughes addressed the multiple departments, and the need to update the content for each. Furthermore, we discussed having a portal home page of sorts for the County, to display news feeds from the City and Chamber.

For all three sites, I can offer a 15% discount for site buildout, and 25% off the site management, content updates and security software updates.

Site management, content updates and SEO are included to this proposal as well, as it is an important part of creating and maintaining a presence. I've included time for increased social marketing and brand building. Finally, I have included a few links to current City websites we created and maintain.

Mayflower, AR: <http://cityofmayflower.com/>
Ozark, AR: <http://www.cityofozarkar.com/>
Greenland, AR: <http://www.greenland-ar.com/>

All the best to you,

Tim

Project Overview:

Websites Overhaul, Search Engine, Security : \$3485

(total for all 3 sites with 15% discount, see breakdown below)

- Use existing domain names (if applicable. \$17 additional fee, per year.)
- Wordpress site, with comprehensive, custom template included.
 - Widget to link to existing social media accounts
- Transfer pages of content to new site, add blogging feature (used for news stories).
 - Additional photos and logo can be added, professionally edited and touched up.
 - (Logo services available for an additional fee)
- Add new sections, (if applicable), for Projects, Economic Development, Special Events
- Basic SEO keywords added to each page of site, Google Analytics installed, and sitemap submission to Google Webmasters.
- Social accounts set up and linked.
- Security Certificate on all websites. (Free for 2018)
- City and Chamber sites, Reg \$1150 each. County \$1800. Total includes 15% discount.

Monthly Site Management & Content Updates, \$750 mo. for all 3 sites plus Security and SEO

(special rate for all three sites, 2 @ \$275 and 1 at \$500, less 25%)

- Includes the **Website Essential Management**, plus SEO installation, keywording, monthly traffic reports and a monthly content update.
- Includes 1 monthly content session for 2 sites: (copy/paste content into existing page, or create new page). Unlimited updates for County site.
- We keep your site software updated as appropriate. This is important for security reasons. In addition, new features being introduced regularly, to enhance the experience of your visitors.
- Also, we keep all plugins up-to-date. (These are features like the calendar, contact forms, and security software. We check to ensure that all plugins are working and still up-to-date with the current version of WordPress.)
- **County site also includes Full Content / Management Package.**
Recommended due to the multiple departments and content needed for updating.
- Quarterly updates available for Chamber and City sites if preferred.

To further illustrate, the City and Chamber would be on Essential plan, County on Full Content.
 We are offering a 25% discount off the listed prices below for more than one site.

	Basic Mgmt \$125	Essential \$275	Full Content \$500
Core Software Updates	✓	✓	✓
Plugin Updates	✓	✓	✓
SEO Keywords		✓	✓
Analytics Reports		✓	✓
Malware Scans		✓	✓
Content Updates		1 per month	unlimited

Website Full Content Updates Package (County site)

~~\$500 mo. with 12 month agreement (\$6000 yr).~~

Includes the **Website Essential Package, plus 1-on-1 content development**

With the hands on package we:

- Make weekly/bi weekly contact via email or phone calls to discuss new content
- Provide unlimited email support
- Write content for you as needed, based on discussions
- Upload content and accompanying media to site
- Work w/your photographer for photos of individual stories
- Video projects package available as an add on
- Graphic design support for content included as needed*
- Save money on content development vs a staff employee

To recap: If all three sites were created/updated at the same time:

- We can include the Security (SSL Certificate) at \$45 yr. A savings of \$130 (\$75 each).
- We can offer 15% off each site (a near \$600 savings throughout). 10% for 2 sites.
- We can offer a further reduced ongoing monthly (regularly \$275 mo) for \$600 for all three sites.

Steps For Getting Started

Required from client:

- Approval of estimate and deposit for website (60% of website total only, or \$2100).
- Logo / graphics / photos
- Any additional copy not currently existing on website.
- Photos representing the County / Department
- Social media account handles/links, as applicable. (Also, credentials may be necessary to link social media to the website.)
- Website example(s) you would like us to model your site after (if applicable)
- Assistance contacting current domain registrar to transfer domain

Our steps:

- Initiate and set up website hosting (and domain, if applicable)
- Install and turn on website engine and build structure of departments
- After functioning draft site is running, consultation (can be in person, by phone or Google hangout) to make any adjustments or changes.

Terms: An online estimate will be created (this can be one collectively, or three for each entity). Once approved, an invoice will be created for the website amount and a request for a 60% deposit (per site, or \$2100 for all three sites). Once received, site builds will begin. Remainder due 45 days after project start. Monthly will begin 60 days after project start.