

SOUTH ATLANTIC FISHERY MANAGEMENT COUNCIL

WEB DESIGN + DEVELOPMENT
Proposal
February 23, 2010

Executive Summary

We are submitting in response to your request for proposal for Web Design & Development for the South Atlantic Fishery Management Council. We believe our firm, Obviouslee Marketing (OM), is best positioned to research, conceptualize, create & produce the best solution for your Web site needs. Our hope is that after reviewing this proposal, you will too.

Based on our conversation here is what we heard is important to you:

GOALS FOR YOUR WEB SITE:

- o A hub of well-organized information
- o Clean & streamlined design
- o Easy to navigate & find information
- o Organized & more visible gallery
- o Combination of two sites into one seamless & unified site
- o Content management system that is easy-to-use by internal staff (anyone can do it, not just people with HTML experience)

FEATURES OF INTEREST TO YOU:

- o Calendar (new version that is easy to update & easy for the public to get information about upcoming meetings, events, workshops, hearings, etc)
- o Library (reorganized hub of information for documents, announcements, newsletters, news releases, etc.)
- o Gallery (reorganized & more visible fish ID & regs "gallery")
- o eNewsletter sign-up
- o RSS Feeds
- o Possible addition of social media
- o Ability to post video

HOW OUR APPROACH MAY BE DIFFERENT:

- o **WE BELIEVE IN FUNCTION AND FORM:** There is something to be said for great design, but if your site doesn't function well, then it's money down the drain. That is why we start with strategic planning. We work with your team to create a site map, navigation & infrastructure that is user-friendly for you & your clients.
- o **WE BELIEVE IN GIVING CLIENTS CONTROL & OWNERSHIP:** When your Web site is complete, not only will you own your files & know how to access your information, you will have control of your content. All OM sites are built with an easy-to-use system that allows you to make your own Web edits on your own time. This means you can make immediate edits at no additional costs.
- o **WE'RE HERE TO HELP MAKE YOUR SITE WORK FOR YOU:** Once your site is built how will people find you? We believe that design & development of your site is just step one in an ongoing process of Web marketing. We want to help you grow your Web presence & grow your business.

We look forward to the prospect of starting this process together.

Recommended Services

WEB SITE DESIGN + DEVELOPMENT

Web Site Design + Development Includes:

\$12,000.00

Strategic Planning (\$2,500)

- o Development of timeline
- o Strategy & development of site map & navigation
- o Set-up/transfer domain, hosting, etc. (+ annual fees charged by hosting & registrar sites)
- o Set-up Web statistic reporting mechanism

Design (\$3,500)

- o Design & presentation of 3 home page concepts (presented in jpg format)
- o Revisions on chosen concept
- o Design of interior pages based on design of home page (number of designs is determined by site map)
- o Final design

Programming + Content Management System (\$4,500)

- o Production of graphical elements
- o Production of navigation elements
- o HTML development of site
- o Final site programming/set-up
- o Coding & integration of HTML site & content management system
- o Site review & testing
- o Site revisions
- o Beta testing & final edits
- o Content management training

Production Management (\$1,500)

- o Copy/content outline (copy, images, etc)
- o Collection of materials (copy, images, links, etc)
- o Basic photo & copy editing
- o Bi-weekly updates on Web site progress
- o Site review & testing
- o Browser functionality testing on multiple operating systems/browsers
- o Site revisions
- o Beta testing & final edits

APPROXIMATE WEB TIMELINE

PHASE 1 = RESEARCH, CONTENT + CONCEPT DEVELOPMENT

3 Weeks

PHASE 2 = HOME PAGE DESIGN, REVISIONS, INTERNAL PAGE DESIGN, REVISIONS + APPROVAL

4 Weeks

PHASE 3 = DEVELOPMENT FRONT END

3 Weeks

PHASE 4 = DEVELOPMENT BACK END

4 Weeks

PHASE 4 = REVISIONS + TESTING

3 Weeks

PHASE 5 = LAUNCH! + FINAL REVISIONS

Final Week

TOTAL = 18 weeks

OPTIONAL WEB SITE ADD-ONS

Prices below are estimates. Quotes based on your specific needs can be provided upon request.

Blog (\$2,500)

- o Blog design, development & integration. Includes testing, revisions & training.

Photography (Stock Photography – approximately \$100 - \$500; Professional Photo Shoot - \$500 - \$2000)

- o OM can purchase stock images for your site, or coordinate a professional photo shoot. Professional photo shoots range from a few hours to multiple days depending on the needs of the client. Quotes for talent, make-up artists and multiple shoot locations can be provided, as well.

Video Production (\$6,000 - \$10,000)

- o Includes professional videography, gear, lighting, scripting & editing. Quotes for talent, make-up artists and multiple shoot locations can be provided, as well. Videos can be used as a sales tool, client testimonials, posted on your Web site, posted through social media and/or as content on your blog.

Copywriting (\$1,500)

- o Copy/content development for all pages on your Web site. Copywriting prices are determined by the number of pages on your site.

Flash Development (\$1,000+)

- o Flash development can be provided upon request. Flash can be used as an intro, for the navigation, or for other aspects of the site. Flash prices are determined by the amount of Flash & complexity of the project.

INCREASE WEB TRAFFIC

So you have invested in a new Web site, now what? In addition to design & development, OM offers ongoing services to help increase awareness of & drive traffic to your Web site.

HTML eNewsletter Development + Design (\$1000)

- Layout and graphic design of HTML eNewsletter template
- Image editing, tagging and optimization for quick downloads
- Refinement of client generated content
- Includes initial distribution (additional distribution is \$350 per eNewsletter)

Search Engine Marketing (\$750/month)

- Online presence analysis & competitors' online presence analysis
- Online campaign strategy, recommendations & plan
- Collection/creation of materials for online listings/profiles¹
- Initial upload & launch of corporate profiles & listings
- Ongoing placement & management of Google AdWords campaigns & other online advertising options
- Revise keywords, meta titles & tags on Web site to correspond with search engine marketing campaigns
- Web site copy revisions based on new keywords
- Quarterly strategy sessions to discuss major upgrades or changes to campaigns

Social Media Management (\$750/month)

- Social media audit & report
- Social media strategy, recommendations & plan
- Development/redevelopment of profiles/accounts to convey cohesive brand image of the company
- Manage incoming requests
- Update/maintain profiles with relevant content (minimum of 1 post per day, 5 times a week)
- Integration of social media accounts
- Monthly status updates for profile/account statistics, trends & recommendations

ONGOING MAINTENANCE + SUPPORT

With the content management system, you are able to manage content changes. If you need additional design or development revisions, OM provides these services to meet your needs.

Design + Development Maintenance + Support (\$125/hour)

¹ Graphic design of banner or other graphic ads are an additional cost.

ESTIMATE DETAILS

DESCRIPTION OF OVERALL SERVICE

OM proposes to serve on a short-term project basis for Web design & development. However, OM can serve as a full-service marketing department & your company will have access to a wide-array of tools to achieve your marketing objectives. We provide services on a long-term & short-term basis. Long-term services can be projected & therefore labor can be estimated & cost can be allocated over a period of time, making them payable by a retainer. Short-term projects are billed on an individual basis.

ACCOUNT MANAGEMENT

OM assigns a single account executive to each account. This means you will have one contact that understands the full scope of your project & is constantly available to answer any requests or questions. The account executive is responsible for coordinating all of the talent associated with your account or project. They are available to you at anytime Monday - Friday from 9:00am - 5:00pm.

MEETINGS + COMMUNICATION

OM will meet with clients on a monthly basis. Some clients, however, prefer meeting every two weeks & we are happy to do that. Typically we meet in person once a month & have a second meeting by phone, video conference, etc. Even though we may only have one or two "scheduled" meetings a month, we are also available to you anytime Monday - Friday from 9:00am - 5:00pm & can be reached by office or cell phone, as well as email.

ADMINISTRATION/INVOICING

Projects including but not limited to video, graphic design, Web design & other non-retainer based projects are paid with a deposit upfront of half of the total bill. The other half is due prior to delivery/upload of the completed project. Public relations services are billed as a retainer, due prior to beginning work.

VARIATIONS

Changes to the project that are outside of the specific verbiage outlined here will be quoted & could incur an additional charge.

TERMS OF AGREEMENT

CONFIDENTIALITY

All correspondence & documents provided will be treated as confidential between the client & the developer unless consent is granted by both parties involved.

OWNERSHIP

While the project is underway, Obviouslee Marketing (OM) retains ownership of all original code & graphics, whether preliminary or final. Upon project completion, the client shall obtain ownership of all related materials produced by OM--with the exception of licensed applications--to use & distribute as they see fit. OM maintains intellectual property rights on all materials & finalized productions generated on behalf of the client, excluding those services or materials provided or generated by the client or by 3rd parties, which includes, but is not limited to: custom photography, music, voice over or artwork, until final payment has been received.

PAYMENT TERMS

All services outside of this fee's summary are charged at a rate of \$125.00/hour. Any expenses for print materials or services not stated in this contract are billed separately. All estimates are subject to change with notice. Any consulting outside of contract services will be subject to a consulting fee of \$125.00/hour, billed in ½ hour increments. Changes to the project that are outside of the specific verbiage outlined here will be quoted & client could incur an additional charge.

CANCELLATIONS + CHANGES

If the client chooses to halt the project before completion with unpaid invoices, ownership of all related materials produced by OM is retained by OM. However, if all balances are paid in such an event, the client will be granted ownership of the incomplete materials.

MAINTENANCE

Revisions cannot be outstanding, as to create a new concept. Maintenance and/or changes to scope outside of the initial work will be billed in ½ hour increments at \$125.00/hour. If at any point the client wishes to cease work they must pay any remaining balance & will be provided any & all code/graphics that relates to their project via electronic transmission or compact disc through mail.

ACCEPTANCE OF AGREEMENT

These estimates, specifications & conditions are hereby accepted. OM is authorized to execute the project as outlined in this agreement. Payment will be made as proposed in this agreement. This agreement is not valid until signed by the client & returned to OM.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on this the _____ day of _____, 2010.

South Atlantic Fishery Management Council Signature Date

Obviouslee Marketing Signature Date