

Web Development Agreement

The City of Asheville and SEO Werkz

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Executive Summary

Thank you for the opportunity for [SEO Werkz](#) to submit a proposal for the redesign of the City of Asheville website. Given the preliminary specifications, we offer to redesign www.ashevillenc.gov at a flat rate of **\$23,000**, assuming similar website scope as the current website and the specifications below.

About SEO Werkz

SEO Werkz is a privately held company, consisting of a creative and multi-talented team comprised of web designers, web developers and graphic designers. We provide online marketing services including web design, web development, mobile application development, web hosting, and consulting. SEO Werkz was founded in 2012 and offers customer-oriented services and delivers creative and effective results.

Specifications

This website will include the specifications below.

A new look and feel that incorporates modern best practices in user interface and user experience design.

The home page will integrate with the Asheville City Source blog which features our news and events (Wordpress).

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Responsive on mobile devices. The site will be cross compatible for all major devices and browsers (iPad, iPhone, Android phone, Android tablet, Desktop-Chrome, Desktop-Safari, Desktop-Internet Explorer, Desktop Firefox)

Content migration from current website to the new site.

Content management system: Wordpress

- The site will have a content management system framework allowing the City or any content manager to easily access site content.
- Capable of general World Wide Web Consortium (W3) standards compliance
- Web-based CMS user login through integration with the City's existing active directory authentication.
- Multiple CMS user roles
- WYSIWYG content editor
- Content staging and restoration through histories or undo
- Content approval and user audit trails
- User selectable templates or skins which can be freely modified
- Intelligent search it improves the search accuracy by understanding the searcher's intent and the contextual meaning of terms as they appear in the searchable dataspace, whether on the Web or within a closed system, to generate more relevant results
- Content style wizards
- Document management system with access rights by user roles
- Sub-site multi-site development
- Friendly URLs and/or URL aliasing
- Site maps
- Cross browser compatibility, specifically compatibility with Chrome, Firefox, and Internet Explorer
- Support for Google Analytics
- Comprehensive documentation
- Technical support, security patches, and product updates available from the software developer
- Valid software license naming the City of Asheville as the license holder.
- The platform, templates, themes and/or skins code base must be reasonably extensible by the City of Asheville and/or other vendors.
- Will utilize customizable design templates, themes or site skins which may be modified without requiring assistance from any particular vendor.
- A master homepage template and interior templates must provide flexibility to support the use of custom banner images and section menus as may be required by various sections of the website. All templates, themes or skins will be developed with the standard CMS toolset or readily available plug-in modules licensed for use on multiple domains by the City.

Accessibility to users of all abilities, including those with visual, hearing, or physical impairments.

The site will support the branding efforts of the City and reflect the diverse make-up and vision of the residents and businesses of the community.

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Functional and easy to use calendar feature.

Provision of configurable site navigation menus on each page which provide quick access to all the key pages of the site.

Incorporate easy to use search utility displaying descriptive information on all content in the search results.

Provide integration with existing government web applications currently in use and provide for easy integration with future government applications.

Integration with content from city social media sites such as Twitter, Facebook, YouTube and Instagram.
Optimized templates, themes or skins for page load speed.

SEO Werkz will provide full and complete training on the use of the CMS.

Transfer content from the existing City of Asheville website at www.ashevillenc.gov to the newly developed site.

Pricing

Given the preliminary specifications, SEO Werkz offers to redesign www.ashevillenc.gov at a flat rate of **\$23,000**, assuming similar website scope as the current specifications.

Enhancements and features outside of this scope may quoted separately or charged at \$80/hour under the direction of the City of Asheville.

This price includes all page transfers, but SEO Werkz will discount \$40 per page for any pages that Asheville does not wish to transfer.

Project and payment schedule

| Milestone | Date | Payment |
|------------------------|--------------|---------|
| Project start | Feb 21, 2016 | \$5,750 |
| Raw materials delivery | Feb 27, 2016 | |
| 1st feedback | March 29, | \$5,750 |

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| | | |
|-------------------------|----------------|---------|
| iteration | 2016 | |
| 2nd feedback iteration | April 15, 2016 | \$5,750 |
| Final approval | April 29, 2016 | |
| Website delivery | May 1, 2016 | \$5,750 |
| Launch | May 1, 2016 | |
| Final touchup iteration | May 15, 2016 | |

Project and payment schedule are subject to change.

Website delivery is not contingent upon raw materials acquisition. SEO Werkz will deliver the website as soon as possible after the final approval iteration and charge any remaining payment. Afterwards, when the buyer delivers the remaining raw materials or permits launch, SEO Werkz will implement final change requests and launch without incurring additional charges.

SEO Werkz publishes web development work only after receiving the buyer's implied, verbal, or written permission.

Change requests, requirements, and publication work outside of this scope of work may be added, along with an additional price, as an addendum to this agreement.

Other Proposed Requirements

SEO Werkz was founded in March 2012 and has been in continuous operation since that time.

References

The individuals below are references for our Web Development and SEO Service

| | | |
|------------------|-------------------------|--------------|
| Kirk Marchant | Uintah Gas Fireplace | 801-278-1600 |
| Tracy Farnsworth | DTI Utah/Cypress Metals | 801-265-9929 |
| Megan Doettsche | AAA | 801-263-9990 |
| Monte Lowder | Kinetico Utah | 801-969-4420 |

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Experience within last 24 months with professional content management

SEO Werkz has been building professional websites using highly capable content management systems since it was founded in 2012. Some examples of websites completed in the last 24 months include: [Example 1](#), [Example 2](#), [Example 3](#), [Example 4](#), [Example 5](#), [Example 6](#).

How SEO Werkz evaluates the user experience of content management solutions that it's developed

We measure success of a website by how well it gets its job done. We use key performance indicators such as hits, bounce rates, form submissions, conversion rates, and human user experience testing metrics to ensure that each site builds and maintains the organization's reputation and offers the products or services in the most enticing way possible. Testing and research is gathered on a wide array of devices and browsers and includes Accessibility support (508 compliance). We recommend the Wordpress content management system after thorough experience and research with many alternatives. We use a trusted set of plugins and avoid using experimental plugins on live websites due to security reasons. Occasionally we test new plugins in safe environments.

Workflow

Our software projects go through five primary phases: Requirements, Design, Construction, Quality Assurance, and Publish. While taking the website through these phases, we'll balance the three core software components: quality, timeliness, and cost.

Requirements phase

SEO Werkz will need styling preferences, hosting details, content specifics, and other requirements from the buyer. Exact construction start date also depends on availability in our project schedule.

Design phase

SEO Werkz balances three core design goals: ease of use, beauty, and functionality. After gathering specifications, we will create wireframes or high-fidelity mockups for select pages and then present them to the buyer for feedback.

Construct phase

SEO Werkz will construct the website using agile coding practices and modern tools and systems so that we can maximize quality, publish as soon as possible, and adapt to change requests. Unit tests, release iterations, and code quality metrics are used as needed.

Quality Assurance phase

SEO Werkz' Quality Assurance team performs the following tests throughout the project:

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- Browser agnostic (ensures the site works as expected across all major browsers)
- Device agnostic (computer + tablet + phone)
- Functional
- User Experience
- Aesthetics

Publish phase

We will publish the website only after

- 1) we've received approval from buyer
- 2) the site passes our Quality Assurance checklists on all core browsers and devices.

Agreement

We, the undersigned, agree to be bound by all the terms of this agreement:

(digital signature is acceptable to SEO Werkz)

Buyer

Date



Dec 9, 2015

SEO Werkz Project Manager

Date

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