

Request for Proposal

Website Redesign Services

THE CITY OF ASHEVILLE



World Internet Marketing Inc.
PO Box 135
Kenvil, NJ 07847
973-252-0999
world@world-inet.com



Contents

1. References	3
2. See Us in Action	4
3. Experience.....	7
4. User Experience	22
5. Scope	33

1. References

**Fred
Miggins**

Fred Miggins

Director of Marketing and Communications
Eye to Eye National

Tel. +1-212-537-4429 ext. 3 fmiggins@eyetoeyenational.org
www.eyetoeyenational.org www.davidflink.com

This client has been served for many years in a variety of capacities.

**Sonia
Perrone**

Sonia Perrone

Manager, Marketing Services FBO and Staffing
Jet Aviation Holdings USA, Inc

Tel. +1-201-462-4477 Sonia.Perrone@jetaviation.com

This client has been served for many years in a variety of capacities, ranging from complete writing services to website development.

**Steven
Mitrakos**

Steven Mitrakos

Senior Applications Developer, ADP
St. Andrew Greek Orthodox Church Parish Council

Tel. +1-973-584-0388 steven.mitrakos@verizon.net
www.biggreekfestival.com

This client has been served for many years in a variety of capacities, from complete writing services to website development.

**Dr. Stephne
Coney**

Dr. Stephne R. Coney

Founder, National Stop The Violence Alliance, Inc.

Tel. +1-856-240-1556 stopviolence@msn.com

This client has been served for many years, primarily in the capacity of press release writing, editing and distribution services.

2. See Us in Action

20 Years Offers Distinct Advantages

We offer what few others do and are a truly rare organization: You can access an extensive, comprehensive combination of skills under one roof, so you get the most from your efforts.

- **Our firm is a majority-owned woman small business enterprise.** In more than 20 years in April, we've delivered thousands of hours in service to clients in every industry and type of organization imaginable.
- While you have a variety of options for creative services, we know from experience that there are designers who dabble in writing or technology, and programmers who dabble in design, but there are few who offer the seamless integration we do needed to successfully accomplish this job and who are as passionate and committed as we are about continuing to upgrade skills on an ongoing basis as the marketplace changes and evolves. You get the most current, up to date options.
- The City of Asheville deserves a custom content solution that appropriately showcases the native beauty and opportunities of the area.

Goals & Capabilities

We can comfortably accommodate and provide the personnel, equipment and services for every aspect of this project.

- **You want execution that produces results.** We collaborate with you to help measure the impact of your activity and our actions where possible, so you learn more about where people are being reached, your presence, and awareness within the communities you serve.
- **We do more than put out stellar, striking creative:** You can employ strong visuals, but people still read words to receive a message. In the execution of today's work, we understand how people consume content, so that your messaging is available where it needs to be, when it needs to be. We thoroughly understand strategic messaging and communication, online and off. The talent on our team spans decades and knows what it takes to craft messaging that resonates with readers.
- **You get creative, fresh concepts and ideas that stand out and stick with your audience.** We will provide insight into the parts of this project where creativity can be applied to craft concepts that make a lasting impact, leveraging messaging that resonates with readers. We know how to repurpose creative work for broad use in online advertising and in social media, with ease.

- **We are experts.** We develop deliverables that are user friendly. With writing specifically, few have the depth or breadth of practical experience that we do. For example, designers and programmers can design logos and e-newsletters but lack the knowledge to know how many characters are displayed on a handheld device when reading email. We know how design a newsletter, code it for electronic delivery, optimize the subject line and the content to optimize open rates, and help that content be found online by people who might search for and actually read the communications you issue. We've proven our ability countless times to reach niche markets and attract news media coverage, attracting major stories in print and dozens of other media for our clients.

We are nimble. We are driven to maintain consistency in all communications materials. We are ready to be tapped to provide direction to create, maintain, and update content and literature, and we know from experience that in the execution, it's possible the scope of services may - and often does - vary. Through the included examples we've assembled, we are confident you will gain insight into the broad capabilities and resources we have available to reach the goals of each individual initiative. We understand the mission of this project:

- **This is an ideal situation in which our skillset directly aligns with the needs of the RFP.** The types of work that are described are activities we engage in every day.
- **With our experience, we offer you a greater assurance of success in each endeavor.** We're committed to finding ways to exceed expectations: It's our priority to get to know you as our client and to take action that helps you reach about your goals. This understanding will guide every member of our team in every task and project we're assigned.

Our Commitment

We know from experience that often a stated goal of initiating work is short – everyone often wants it “yesterday.” Depending on the specific task within a project, we are poised to begin work as soon as approval to proceed is received. You can expect we'll be candid and ethical, according to the highest standards of professionalism.

- We are available on short notice and leverage technology to do screen sharing as needed to review progress on specific projects. We will make a phone number available for off-hours contact. We are prepared to provide an oral presentation, if it's deemed necessary, via web conference to streamline efficiencies in this project. It's as easy as picking up the phone and far faster than waiting for a scheduled meeting, and we've effectively operated this way for years.

Superior Communications

We offer you a greater chance of success in each endeavor because we're dedicated to looking for ways to exceed expectations.

- We have developed our own proprietary project management system, <http://www.hellohotspot.com>, which we will provide access to and provides a central correspondence repository for communications.
- We have developed and will make available our own file-sharing platform, <https://www.sendafileto.me>.
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Effective Delivery

We are cognizant of the need to provide experiences that meet several different audiences' needs.

- **Our work is highly productive.** We're able to offer concrete ideas about the possibilities others either don't have experience with or overlook.
- **We use industry standard tools.** With more than two decades of experience utilizing industry standard software such as the complete Adobe suite of applications and Microsoft Office, we are better than well positioned to support your diverse needs.
- **We are committed to finding solutions.** We've been able to find workarounds to accomplish what many people said couldn't be done on a project:
- **We are flexible.** We will coordinate with you as we have for others to negotiate the best possible arrangement on your behalf for any third-party vendors you deem necessary for us to work with.
- **We are ardent learners.** Our deep experience over time has shown just how few people are as passionate and committed as we are about upgrading their skills on an ongoing basis as a marketplace changes and evolves – but we don't learn on the job. We allocate scheduled time for our team to hone their skills.

Select me and my team, and see your projects brought to fruition.

Regards,

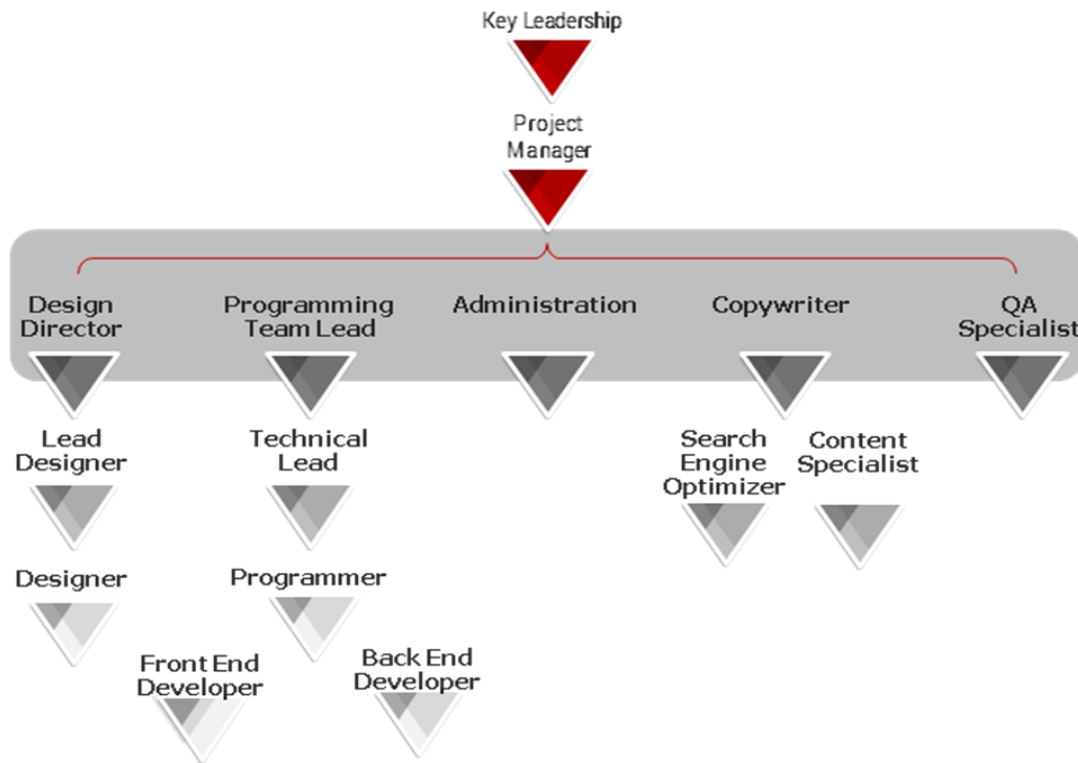


Melanie Aaron
President

3. Experience

As described within the pages of this RFP response, we have been providing clients with complete solutions for decades with professional content management solutions which encompass template design, skinning and end user training, and much more.

Resources



Lead by C-level management with strong entrepreneurial spirit and inventiveness, our offerings are the result of unflinching pursuit of new opportunities, observance of growing trends in niche markets, and nimbleness to respond to overall conditions.

Founded as a full-service marketing, publicity and advertising firm supporting businesses and organizations, World Internet Marketing Inc. is a privately owned technology company reaching across every sector with a wide range of products and services.

World Internet Marketing Inc. is a long-term, debt-free company and continues to have each of its operating years profitable with double digit growth regardless of the world's economic condition or situation. The bigger players in our market effectively handle the needs of the Fortune 1,000 and public companies. It's others - small business, nonprofit, academic institutions and government agencies – which benefit from our talent, expertise and skill.

Melanie Aaron

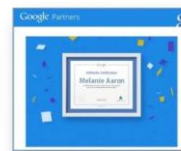
Melanie Aaron is a perfectionist and the ideal leader for a project as this one with her unparalleled mix of background and life experiences. Her work is in her heart: There is no other way but the right way, and she will do whatever it takes to make it right. She has solidified her reputation in the design and technology industry as an expert and leader, keeping up with technology by reading daily industry news, upgrading to the latest software versions as they are released, attending industry events and networking, and collaborating with other leaders in the industry. Relevant certifications include from Google and Microsoft, as well as the eMarketing Association Certified Social Marketing Associate. People that work for and with her admire her attention to detail and masterfulness when it comes to managing a project and people. Melanie, as a mother of special needs children, is passionate about special needs and disabled individuals, spending much of her free time attending events, advocating for needs of her children and many others in similar situations.



<https://www.linkedin.com/in/melanie-aaron-b57a989>



[@maaronwriter](https://twitter.com/maaronwriter)



Melanie Aaron

SUMMARY

More extensive detail is available, along with writing and design samples, as well as references, on LinkedIn:

<https://www.linkedin.com/in/melanie-aaron-b57a989>

ACADEMIC EXPERIENCE

Fairleigh Dickinson University Teaneck, NJ	Computer Science – Graduate level coursework in database administration <i>Taught as Adjunct Faculty despite lack of master's degree, teaching computer science courses</i>	1997
Rutgers University New Brunswick, NJ	B.A.	1987
County College of Morris Randolph, NJ	A.S., Summa Cum Laude, Computer Science <i>Taught as Adjunct Faculty for both credit and non credit courses: From database administration to desktop publishing</i>	1998

PROFESSIONAL EXPERT EXPERIENCE

World Internet Marketing, Inc. Succasunna, NJ	CTO / President Startup company began operations as a web design, development and marketing company. Diversified into several areas including innovative wire service and software development firm. Continued positive double and triple digit growth every year including during dot-com bust years. <ul style="list-style-type: none">• Project Manager Certification – University of California - Irvine• Google Certified Advertising Professional designation.• Bing Accredited Advertising Professional designation.• Certified Social Media Marketing Professional designation.• Digital Video Production: The New School / NYU Primary resource for hundreds of clients in every industry in the capacity of project manager, trainer, designer, marketing strategist, copywriter, branding consultant, advertising lead, script writer, video production director.	1996-Present
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Technical Skills

Software	Full Adobe suite: Premiere / Video Editing, Illustrator, InDesign (Formerly PageMaker), Adobe Photoshop. Microsoft Office Suite. SQL.
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Character

We require strict adherence to ethics nearly unheard of elsewhere. Only the highest professional qualifications and character provide eligibility to join our team.

Many have traveled throughout the United States and internationally; some have come to us from European colleges or through an exchange program such as Congress Bundestag (Germany) and CIEE (France).

Those who do:

- Speak on average two or more languages and come from wide range of industry employment and educational backgrounds such as journalism, law and business.
- All our full-time, non-intern employees have a minimum of a bachelor's degree: Possess a bachelor's degree or higher: All educational background is also diligently and thoroughly verified.
- For more than a decade, World Internet Marketing Inc. has actively promoted internships to a wide range of students pursuing degrees at dozens of colleges – from Tufts to Vassar, Seton Hall, Rutgers, University of Connecticut, University of Rhode Island, Bloomsburg University, Princeton, University of Delaware and more.
- Have passed a rigorous criminal background check, including fingerprint matching and check across federal and state databases including the FBI (the FBI is used in the U.S.; in other countries it is the equivalent to) - is utilized.

We promote and sponsor continuing education and advanced educational pursuits, activities to develop team spirit and camaraderie, and to foster new ideas and product development.

Our team is the best and most dedicated in the industry. As part of our company policy and culture, we encourage our employees to get involved with local charities and organizations and are working to formalize a company sponsored good works program.

Processes, Risks & Assurances

The most effective way to mitigate risk is to do our job properly from the very beginning and to ensure expectations are realistic and reasonable, and agreed upon upfront. Risk can be classified as.

- Low risk: Generally little or no impact on fees, scheduled items or performance.
- Moderate risk: Some increase in fees, minor adjustments in schedule or calendar disruption, or performance degradation.
- High risk: A significant increase in fees, schedule change or performance problems.

With so much experience, we have already acquired the knowledge we need to move closest to an optimal outcome. We also know from this deep experience that the greatest risk directly involves people, especially busy ones who may not perceive how their delay in responsiveness or decision making may impact workflow, sometimes significantly, or overly large groups who may have differing priorities.

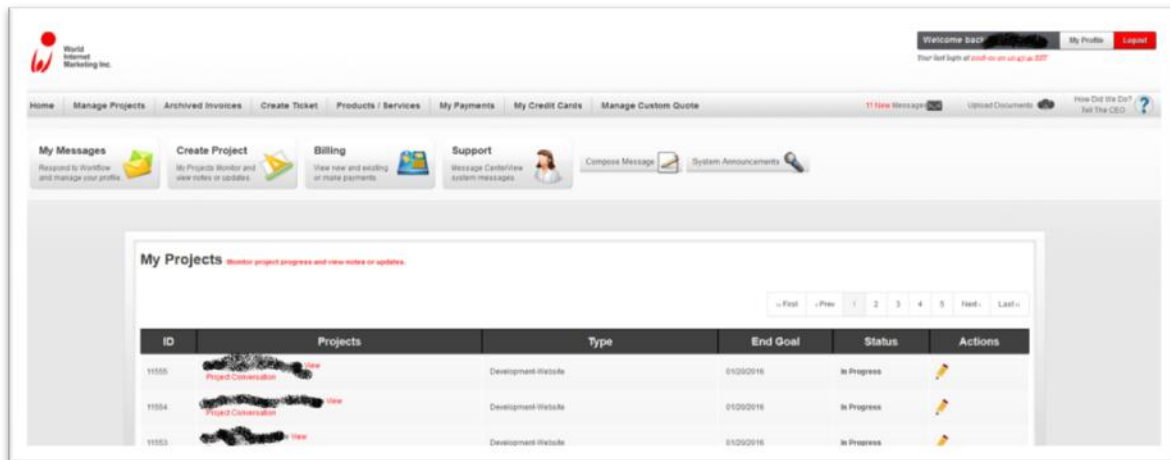
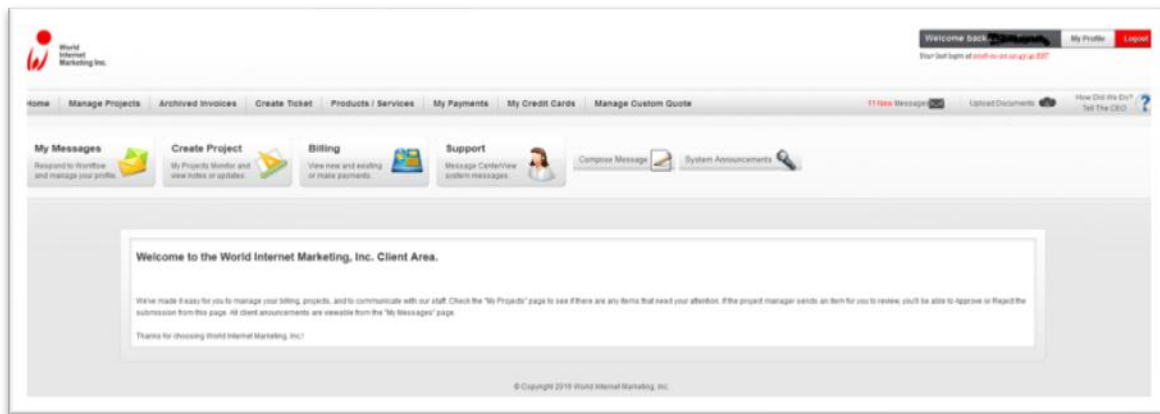
Risks that we perceive to success:

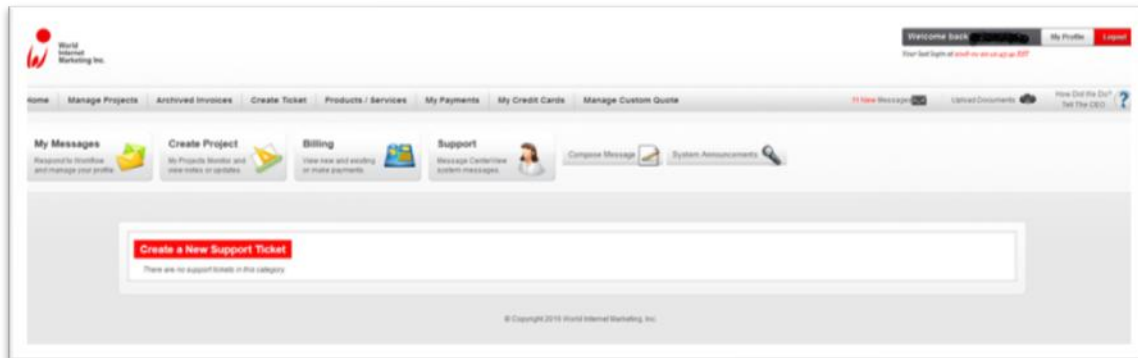
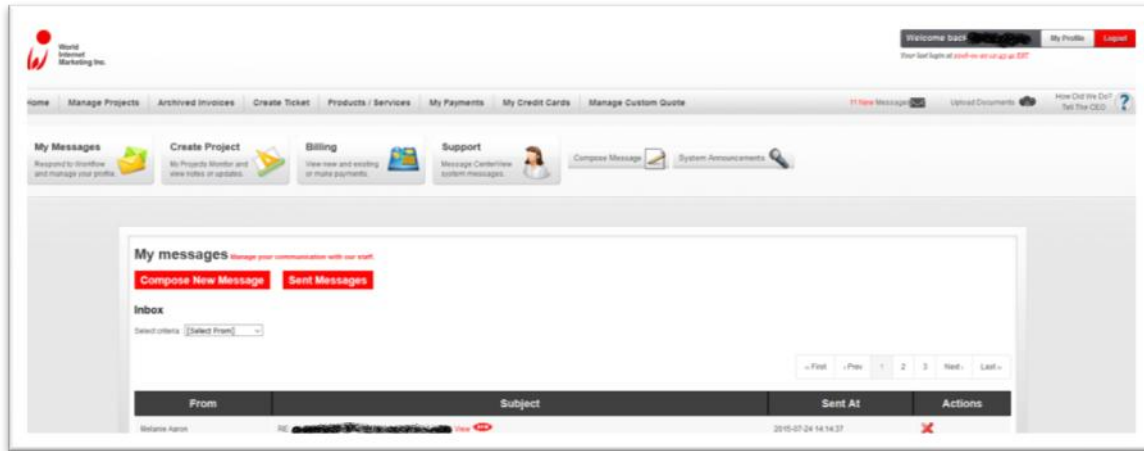
- Change of assigned team members
- Change in scope of the project or deliverables
- Lack of responsiveness
- Missed communications
- Technical issues based on client preferences for a task that requires a particular technical skillset
- Human error

We are not shy about communicating.

We've developed a high performance, long-time loyal team that we know will go the extra mile.

We have put processes in place to avoid and avert issues, including our own proprietary Project Management System (PMS), www.hellohotspot.com, which is a central repository of all communications. This system allows all involved team members to stay abreast and informed of projects and tasks, and effectively respond to client inquiries, in near real time. The system has more extensive functionality such as estimating and invoicing, so that clients may know where they are in their budget, plan accordingly, and upload/download files as needed.





We know how to gather the information we need to do our job and execute. We have established worksheets we can disperse to the decision makers, to help expedite the workflow.

On the rare occasion when a task has run awry for a reason outside our control such as a natural disaster, we have contingency plans in place to ensure minimal or no disruption of service, expenditures or schedule.

Our Best Practices below may help assure you of our capabilities and quality policies and procedures.

Best Practices

We'll always do our best to fulfill your needs and meet your expectations, but it's important to have things written down so that we both know what's what, and who should do what and when. You won't find any

complicated legal terms or long passages of unreadable and not understandable text. We do want what's best for both parties, now and in the future.



Changes and Revisions

We don't want to limit either your options or your opportunities to change your mind.

The estimate/quotation prices in our proposal are based on what we believe are viable estimates based on the descriptions provided in the RFP, what we estimate we need to accomplish everything that you have told us you want to achieve. If you do want to change your mind, add extra or new revisions, or options, you'll find that we'll work with you to come to a happy medium so it won't be an issue.

The fees and expenses shown are minimum estimates only unless an hourly fee has been agreed upon. Those involved in your project shall keep you apprised of a tally of hours within a reasonable period of time. Final fees and expenses shall be shown when an invoice is rendered. The fees and expenses shown are minimum estimates only unless the quote and/or invoice is clearly marked "Firm Quote"; otherwise, our hourly fee will be payable on all time over that which was quoted, in 15-minute increments.



Content

Copywriting, copyediting, or any type of proofreading is available through our team. We anticipate that you will provide the project content text and photos, or you will ask us to arrange for the resources needed to execute the tasks we're assigned. Text will be provided in an easily extractable, meaning copy and paste text format, using the font and sizes you want. Photos will be provided in a format ready to use and post in the preferred format, whether its brochure, website, or other project item we are working on. All proofing, editing, additional extraction, and formatting will be billed at the standard hourly or daily working rates.



Copyrights

You warrant that you own and/or have permission and licenses for all the content, software and other materials you supply to us and ask us to use. World Internet Marketing is not responsible for any violations of any laws or regulations for materials you tell us to use, and you agree to be responsible for any reasonable and customary attorney fees if so required. Unless otherwise specified or discussed, we will transfer and you

will own the copyright to the final products once final and full payment has been made and cleared. Some exclusions may be third-party materials, plug-ins or themes, or certain code we may use or license, and other third-party materials that may be subject to other agreements and licenses. We may own licenses to materials that we provide to to you for use on only a specific project.

Scheduling

We make the best effort to establish the most accurate estimate possible. If a time estimate was given to you, please keep in mind it was provided looking at the current workload and schedule for the teams and people needed to complete your project when your request was initiated. Our client base includes hundreds of agencies, many of which give us work every day and, we will give you a qualified estimated timeframe for project milestones and completion. Any changes, updates, non-availability of materials and developer preference as well as other factors can affect delivery date. If you have any questions about scheduling, please speak to project or team managers.

Staging

In the course of delivery, we may be asked to stage material online for your viewing. If you or someone else places it on a hosting server and require our assistance or a senior level server administrator to configure it, this service will be additional. As each server and company configures differently and may not have the necessary software to accommodate the resources, it may not be possible to quote up front. If you require set up of other programs, inclusion of analytical or other code, we can provide an estimate for these, as well.

Security

We use the latest versions of all software including content management systems (CMSs). We do not program CMS, plug-ins, templates, add-ins, or modules, or other elements, etc.; therefore, we cannot warranty or guarantee the security of such items. We also, unless quoted and the service opted for, do not check after building and delivering websites for updates and other security

patches; we may use the most current version available at the time of quoting, which may change during the progress of a lengthy development project. We also do not have control over who you share passwords with or how they are stored and accessed. We do not have control over your web server, unless we own and/or manage it. It is recommended to select an ongoing monitoring and update plan for your website and web server, and also to periodically change passwords, secure different levels and

permissions for each user, use best practices for creating passwords and store them in a local, secure encrypted file. Regular and incremental offsite, remote backups are also recommended.



Backups

Once our work is completed, we do not backup other materials unless you have optioned for a plan. You should take regular and incremental offsite, remote backups of all files.



Browser Testing

Browser testing no longer means attempting to make a website look the same in browsers of different capabilities or on devices with different size screens. It does mean ensuring that a person's experience of a design should be appropriate to the capabilities of a browser or device.



Desktop Browser Testing

We test our work in current versions of major desktop browsers. We'll also test to ensure Microsoft Internet Explorer 10 for Windows users get an appropriate, possibly different, experience. We won't design for and test in other older browsers unless you specify otherwise. If you need an enhanced testing and design for an older browser, we can provide a separate estimate for that.



Mobile Browser and Device Testing

We do not build and test for mobile devices and browsers unless specifically required. We do highly recommend mobile site compatibility, which usually entails specific development and is not included, unless specified, as this will take additional time and resources.



Software

In most cases, we will have one of, if not, the most recent versions of software necessary to complete most standard and customary jobs; however, if special software, plug-ins, templates or other items needed to complete the job are not in our possession and owned or licensed for this job (meaning we will not use software purchased by another client for their use on your job without their permission), you will have to either supply the required items to us, or we will purchase and you agree to pay us the costs to do so. We use only licensed and legal software, so your liabilities and legal exposure will be reduced for any of the work we complete for you.

- Ongoing support is available for webinars and training.

You agree that you have the authority to enter into this contract on behalf of yourself or your organization. You'll give us everything we need to complete the project as and when and in the format we need it. You'll review our work, and provide feedback and approval in a timely manner, too. Deadlines work two ways, so you'll also be bound by dates we set together. You also agree to stick to the payment schedule set out at the contract.

We have the experience and ability to do everything we've agreed with you, and we'll do it all in a professional and timely manner. We'll endeavor to meet every deadline that's set and, on top of that, we'll maintain the confidentiality of everything you give us.

The action of the sending and receipt of this agreement via electronic method will hold both parties in acceptance of these terms. World Internet Marketing, Inc. as sender and the client as recipient will acknowledge acceptance of these terms either through an email noting acceptance, payment or deposit through the Project Management System (PMS), or acceptance is acknowledged at the beginning of any work on said project, verbally or otherwise. Electronic signatures shall be considered legal and binding.



Office and Facility Security Statement

World Internet Marketing, Inc. takes our users' security and privacy concerns seriously. We strive to ensure that user data is kept secure, and that we collect only as much personal data as is required to make our users' experience with World Internet Marketing, Inc. as efficient and satisfying as possible. We also aim to collect

data in the most unobtrusive manner possible. This Security Statement is aimed at being transparent about our security infrastructure and practices, to help reassure you that your data is sufficiently protected.



User Security

World Internet Marketing, Inc. utilizes some of the most advanced technology for Internet security commercially available today.

- World Internet Marketing, Inc. requires users to create a unique user name and password that must be entered each time a user logs on. World Internet Marketing, Inc. project management system (PMS) and other websites and software. Sometimes we may use a session cookie. The session cookie does not include either the username or password of the user.
- When a user accesses secured areas of our site, Secure Sockets Layer (SSL) technology protects user information using both server authentication and data encryption, ensuring that user data is safe, secure, and available only to authorized persons. Our PMS uses full EV SSL encryption in all areas of the website.
- Passwords and other information are always sent over secure, encrypted SSL connections.
- We are PCI-DSS compliant and regularly check internally and with external third-party contracted auditors. Internal checks are done with our software in real time and with external auditors daily.



Organizational Security

- Access controls to sensitive data in our databases and systems are set on a need-to-know basis
- We maintain and monitor audit logs on our services and systems (we generate gigabytes of log files each day)
- We maintain internal information security policies, including incident response plans, and regularly review and update them
- Mobile devices, Cellular Phones, External USB thumb drives are not allowed in our offices and facilities unless used for client work in the normal course of business
- We monitor our workstations and facilities remotely with software and CCTV cameras
- Client passwords are encrypted and developers do not have visual access to them
- All employees are required to sign confidentiality and non-disclosure agreements and are regularly reminded of their obligations
- All employees undergo rigorous screening including criminal background checks, in the US we use FBI fingerprinting and state checks. In other countries the equivalent as available and legal in the jurisdiction



Physical Security

- Our data center is located in a SOC 2, Type II audited facility
- Data center staffed and under surveillance with on-site human monitoring and remotely with CCTV and access software 24/7
- Data center secured by security guards, visitor logs, and entry requirements (RFID passcards/biometric recognition)
- Servers are kept in a locked cage and server room.
- Digital surveillance equipment monitors the data center
- Environmental controls for temperature, humidity and smoke/fire detection
- All customer data is stored on servers located in the United States



Network Security

- Firewall restricts access to all ports except those required for normal and regular activities
- Intrusion detection systems and other systems detect and prevent interference or access from outside intruders
- Network security audits are performed weekly
- Secure scans performed daily
- Only commercial, paid and fully licensed virus and intrusion protection software is used



Storage Security

- All data is stored on servers located in the United States
- Backups occur hourly internally, and daily to a centralized backup system for both onsite and offsite storage
- Backups are encrypted
- Data stored on a RAID arrays

Redundancy and Disaster Preparedness

World Internet Marketing, Inc. is fully redundant in its operations. We can run the operation from our multiple locations, any place with Internet access, and mobile. World Internet Marketing Inc. owns, debt-free, a van where a team of up to 7 can work around a table with Wifi Cellular Internet access, power outlets and laptop computers. This affords us full protection in case of natural or manmade disaster such as fire, flood, power

outages and other causes. We also have multiple fiber and wireless Internet connections and can answer our office phones from our cellular phones and mobile devices.

Availability

- We have fully redundant IP connections
- Multiple independent connections to Tier 1 Internet access providers
- Uptime monitored constantly, with escalation to World Internet Marketing, Inc. staff for any downtime
- Database is log-shipped to standby servers and can failover in less than an hour sometimes in minutes
- Servers have redundant internal and external power supplies
- The datacenters have UPS and diesel generators for power generation

Software

- Our engineers use best practices and industry-standard secure coding guidelines to ensure secure coding
- Latest patches applied to all operating system and application files
- Billing data is encrypted

Handling of Security Breaches

Despite best efforts, no method of transmission over the Internet, or method of electronic storage is perfectly and completely secure. We cannot guarantee absolute security. If World Internet Marketing, Inc. learns of a security breach or potential security breach, we will attempt to notify affected users as quickly as possible so that they can take appropriate protective steps. World Internet Marketing, Inc. may also issue electronic notices or post a notice on our website if a security breach ever occurs.

Your Responsibilities

Keeping your data secure also depends on you ensuring that you maintain the security of your account by using sufficiently complicated passwords and storing them safely. You should also ensure that you have sufficient security on your system, to keep any survey data you download to your own computer away from

prying eyes. We offer SSL to secure the transmission of survey responses, but it is your responsibility to ensure that that feature is enabled on your account.

Other Protections

In addition to the aforementioned procedures World Internet Marketing, Inc. also employs other security methods, techniques, procedures and measures not described or outlined above to protect our clients, employees, our facilities and work.

4. User Experience

By having processes and procedures in place, we ensure delivery of websites that work for clients.

General Approach

Success is the result of the careful, thoughtful execution of a methodology or process.

We are guided by our understanding of the objectives behind the development, whether it's a more complex system or user friendly – Joomla, Drupal, WordPress or a custom CMS, with or without e-commerce components or other extensive functionality.

Our goal: Avert or avoid scope creep. – overages in time, resources and cost that hinder delivery.

We offer flexibility and modify our approach to fit each project's budget and requirements.

Our ability to conceive and deliver superior solutions is based on the expertise and the processes we have developed through nearly 20 years of service.

Having a tried, trusted and standardized approach in combination with experienced associates goes a long way to averting mistakes, combining industry standard practices and our own processes. We have successfully adapted a methodology for web development, by developing our own in-house systems and project management system (PMS) for project tracking, and delivering effective and meaningful communications, which also serves to reduce the risk of confusion.

Because we committed long ago to recording issues and capturing resolutions, we have the ability to tap into this knowledge base.

A project manager works in tandem with a range of individuals from account director overseeing the project, to others involved from project initiation to launch. Post-launch, account directors, and technical and design leads continue to oversee the project, providing enhancements and support.

Our methodology is flexible and adaptable to accommodate projects of varying sizes and complexity. Within each phase of the project our clients will receive deliverables including documentation that we will ask them to approve.

With so many people and resources required on a project, our ability to coordinate and manage people, resources and processes is an area where we excel.

Our staff has extensive software design and development experience and backgrounds directly related to managing the resources involved in a large software design and development project, as well as the key processes required to be successful.

There is more than a single chief architect on whom the success of the project rests: Our internal intranet is a sophisticated system that helps the entire team stay on the same page. This also has an indirect effect of improving overall morale, because people can see where their piece integrates with various disciplines allocated to the project. It's easier to get a sense of where we are, more quickly.

We can't guarantee your results - no one ethically can. Although in lock step, usability - not the visual design, determine the success or failure of a web-site. However, the interface can create a sense of trustworthiness and credibility.

Scaling Project Processes

Our process easily scales to fit a range of projects, optimizing the effort spent on various steps. The "Discovery" process may involve a simple phone call with the client to learn about a brand and goals. For a more complex project, "Discovery" can involve several all-day meetings.

The "Strategy" process may be accomplished by developing a short document that defines strategy. For larger websites, eliciting data may involve significant coordination to gather market research, to define target audiences, to analyze competition, and to identify and recommend communication channels.

Consulting/Scope Phase

We construct sites that account for the audiences that will be served. We may dig into the demographics; in reality, there are generally multiple audiences to be served. The specific requirements for the website are determined. We aim to gain a clear idea of the amount of content that will be handles, as well as other ideas you might have about your project. We'll work to establish details about the best way to build and host your site, if this hasn't already been disclosed.

1. Discovery & Strategy Planning Phase

We get to know your business - and your competition, if applicable - inside and out. We will explore your preferences. Questions we'll look to answer include:

- Who is your existing client base?
- Who would you like to expand that base to include?
- What sort of issues are you currently facing?
- What's not working for you about your existing site, if it's applicable?

We want to know what your biggest concerns are. We'll talk about what options are available to address those concerns. Discovery encompasses: research, communications, and understanding. We will evaluate your organization from three perspectives: yours, your clients, and that of a marketing/branding firm.

We refer to the elements you need to provide as dependencies.

If you haven't yet provided input on what you would like to see, with reference websites, we begin reviewing others for visual cues and reference sites that appeal to you. We are on a process of elimination: By understanding what doesn't fit your situation, we arrive at what does.

We'll share with you our knowledge of user activity - that they glance or scan text, clicking on the first link that catches their interest or resembles what they're looking for. It may be of benefit to know that large parts of a page are ignored.

Deliverables

The specific deliverable for the initial step of the project is an internal design and functional requirements document which will be referred to by developers and graphic designers. This is used to produce a baseline work plan which guides project tracking and measurement.

Overall Project Plan

Project Kickoff - Document –Definitions; Processes; Roles & Responsibilities; Contact Details.

Risk Assessment

Identify & document perceived project risks and agreed mitigation measures

2. Design & Style Phase

Site Architecture

Completion of the discovery phase is marked by clear working strategies. We engage in two parallel streams of activity: The creative and technical development.

The Creative Development Process describes how the project team works together to produce distinct creative design concepts, which are reviewed and critiqued by stakeholders.

These are further refined based on feedback in an iterative and interactive process. This interactive, iterative process helps us to create a consistent look and feel, and based on image, brand and color.

When a design concept is selected, a graphic designer produces the graphics, HTML and CSS templates needed to build out the web site. The HTML pages are produced.

We like to keep this process as efficient and transparent as possible by sharing sketches and concepts. Generally, we arrive at 2-3 working directions, and we then share and refine from there. The scope of the project and the amount of content that needs to be delivered determines whether wireframes are necessary, or if specified.

In conjunction with our development team, we prioritize the order of features to be built. Programmers familiarize themselves with what they're about to build in general. We know that users are impatient and want instant gratification; they don't scan content in a linear fashion, instead opting to click on what is a reasonable proximity to what they are searching for. Users crave consistency. We closely inspect the basic framework before a detailed build is initiated to ensure its intuitive. A developer programs the functional aspects of the website, working closely with a graphic designer to integrate the creatives with the functionality. Specifically, the developer is programming the engine as well as any other features of the site.

Throughout this process, graphic artists and developers are consistently testing smaller units of work, checking for alignment with the project requirements. We'll make recommendations on visual clues and easily recognizable links. We'll provide guidance on how to manage user attention, so that content is easily understood.

We'll harness the talent and collective knowledge of senior level, technically savvy copy writers and effective user interface designers, to help convey content with clarity, simplicity, distinctiveness, and emphasis. We'll

help you understand what users expect from site navigation, text structure, search placement and other elements, according to research-based usability guidelines, to create a rich user experience.

Your designated representatives will be provided with access to work in progress. At some point, we will coordinate a test, during which an evaluation will be made, along with additional recommendations.

During this time, you'll use the site for the first time and evaluate earlier decisions. This may include aspects of the navigational model or the direction of the project. On the occasion of uncovering a need for new features, functionality or changes, we would handle those changes in project scope via a Change Request Process.

At the completion, we would have a fully functioning website that is operating as expected.

A well-structured site is one in which users can find the information they need, rather than turn to a search function.

Internal meetings and streamlined communications help us to be proactive. When the time arrives as at which you are ready to move forward with the design of the initial page we've been creating, we'll move on to designing other distinct pages.

In the design phase, work is executed using industry standard tools, without coding; in other words, these are designs without web functionality at this point.

Deliverables

We create a visual landscape or mood board that identifies your likes and preferences – and what you don't.

Functional Specification

Document – High-level features and functionality + Wire frame (High level designs of specified web pages)

Design Mock Ups

Layout, typography, color and texture, imagery: look and feel and user interface

Technical Specifications

Model Descriptions; Performance Requirements; Site Structure; Page Functionality; Site Functionality; Hosting

3. Development & Integration Phase

Production

By putting the detailed design in this later stage before the code is written, we ensure that it is considered at the right time.

We break the design down into meaningful chunks, feature by feature. As soon as each distinct page design is completed and inspected, designs are translated into code by our development team. In general, depending on the scope of the project, this process may run between four and eight weeks. The website is released to our internal quality assurance (QA) staff for system testing and to validate the application.

Deliverables

Data Integration Plan

Data preparation, migration and integration approach: XHTML /CSS Templates, Module Development, Data Tier Testing, Content Population. Data Migration

4. Testing and Change Management Phase

Once the site is mostly programmed, we perform an initial quality review. Both our team and your team begin combing through the site, testing to make sure everything is designed and functioning properly. We have a formal change management process, because our experience has shown that in the first few weeks of the site being “live” is when most of the updates and changes will become apparent and require addressing.

After our initial quality check is complete, the website is deployed to production servers for you or your target audience user review. We'll ask you to record any issues for remediation. When these have been addressed and implemented, the website is then redeployed for an additional test. At this time the website is made available to a broader representative viewing.

In the meantime, our developers will be debugging. For sites built with a content management system, product and/or final content will be added to the site.

Before public launch, there may be a need to install a secure socket layer (SSL) certificate to provide security for logging into the private area.

Deliverables

Testing

Data, Web and Software Performance

5. Site Launch / Deployment Phase

In the deployment phase, the site is migrated to the server on which it will be hosted and then made live. We deliver sites to a higher standard.

Deliverables

Testing

- Data, Web and Software Performance and Fulfillment and 3rd Party Testing

6. Maintenance, Marketing, Management and Growth Phase

We pay particular attention to this area. This is an important—and often overlooked—aspect. A successful website will function like a living, growing organism.

We help you develop a plan to keep your website current based on your specific needs, on an ongoing basis. We will support the site on a time and materials basis, or through one of our predefined (or custom) support contract, to cover monthly or quarterly updates, or other services such as a social media and SEO strategy.

It is during this phase that we help you refine and hone your website, as the user base grows and changes over time. We can formally or informally survey users of the website, through the collection of data. This forms the basis of any additional recommendations that we make.

Because we are thorough up front and adhere to best practices and procedures, we have rarely encountered issues of usability and user experience.

Deliverables

CMS Training	Documentation, instructor or recorded training
SEO Plan	Document – Optimization Actions

Websites

We know the factors that influence story pickup, those in your direct control and ones that have a workaround. We will apply our best efforts towards effectively creating buzz or virality around any activity, action or initiative on your behalf.

Example

Domestic Violence Awareness Project

The Domestic Violence Awareness Project is coordinated by the National Resource Center on Domestic Violence - 3605 Vartan Way, Suite 101 Harrisburg, PA 17110; 1--800-537-2238. This Web site is funded through a grant from the U.S. Department of Health & Human Services, Administration for Children and Families, Family and Youth Services Bureau.



Before



After



Example

Eye to Eye National | Founder David Flink

Complementary to the work of the national organization, we provided guidance and assistance on establishing a personal brand for the founder, in preparation for release of his first book.



Example

Right Path Adventures

The client sought to build the reputation of his company as the leader in providing small group tours to a specific niche audience. Significant effort was expended in keyword and competitive research to support the need for search engine ranking through website optimization. We researched keywords, recommended a search engine friendly URL, and rewrote copy, recommended and enhanced imagery, and expanded functionality implemented including a blog.



5. Scope

Pricing includes basic content migration from site to site.

All offerings are itemized showing individual estimated item pricing.

Hourly rates and estimated hours required for each service should also be included.

1. The website must have a new look and feel that incorporates modern best practices in user interface and user experience design. The home page must integrate with the Asheville City Source blog which features our news and events. City Source blog is a WordPress site.
2. The website must address accessibility issues.
3. The design of the website must be responsive on mobile devices.
4. Proposal should include content migration to the new site.

CMS must support

- 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
- Content style wizards
- Document management systems with access rights by user roles
- ~~Sub-site multi-site development~~ Removed by addenda

- Friendly URLs and/or URL aliasing
- Site maps
- Cross browser compatability, specifically compabitily with Chrome Firefox and IE
- 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.

Our estimate accounts for project management as well as oversight by professional copywriters for content guidance and advice, and ongoing quality checks, which are not broken out as a separate fee.

Design Layout	We will provide two design layout home pages and main menu inner pages list. You may select one, and we will provide two review changes based on the selection.	Hours	Hourly Rate	Fee
		32 hours	\$80	\$2,560

WordPress Theme creation	We will create a mobile responsive theme and perform WordPress installation on a client server	Hours	Hourly Rate	Fee
		40 hours	\$75	\$3,000

Event Calendar with event update from current website	We will install the WordPress event calendar and update the calendar content from the existing website, with styling as required	Hours	Hourly Rate	Fee
		18 hours	\$75	\$1,350

Blog Creation and Content Update	We will create a separate template for blog pages and update the content from the existing website	Hours	Hourly Rate	Fee
		45 hours	\$80	\$3,600

Facebook, Twitter Feed Display	We will integrate the feed for Facebook and Twitter on the side bar.	Hours	Hourly Rate	Fee
		8 hours	\$50	\$320

Social Media Link	We will update social media links on the header and footer with a media icon	Hours	Hourly Rate	Fee
		4 hours	\$75	\$300

User Role and Access Level Plugin	We will install the user role creator plugin to help manage user roles and access to pages	Hours	Hourly Rate	Fee
		12 hours	\$80	\$960

Menu creation and content update	We will create a menu and update all the content and PDFs in similar fashion to the existing website	Hours	Hourly Rate	Fee
	Estimate will vary based on complexity of page content, i.e. the difference between a page with one header and simple content v. a page with multiple headers and complex content, and volume of final agreed portable content	220 hours	\$45	\$9,900

Current Website Categories of Content

Main Menu

Living
Working

Visiting
Students
Government
Online Services

Secondary Menu and Content Pages

Departments

Development Services >>50
 Capital Projects Management
 City Clerk >>80
 City Manager's Office >>2
 Community Development >>20
 Community Relations>>8

Development Services >> 45
 Economic Development >>1
 Finance >> 4
 Fire >> 25
 Human Resources >> 8
 IT Services>>8
 Legal>>1
 Parking Services >>6
 Parks & Recreation >>30
 Planning & Urban Design >>14
 Public Works >>1 >> slider

Police >> Slider + 10
 Purchasing>>15
 Sanitation >>20
 Stormwater Services & Utility >> 15
 Street Services >> 14
 Sustainability >>5
 Transit >>10
 Transportation >> 11
 Water >>20

Contact Us Form	We will install and style a contact form	Hours	Hourly Rate	Fee
		4 hours	\$75	\$300

WordPress Security	We will install the WordPress security plugin to help protect content from hackers	Hours	Hourly Rate	Fee
		8 hours	\$75	\$600

File Manager	We will install the file manager plugin to facilitate file upload and download	Hours	Hourly Rate	Fee
		8 hours	\$75	\$600

Home Page and Inner Page Slider	We will install and style a mobile responsive home page and inner page slider	Hours	Hourly Rate	Fee
		16 hours	\$80	\$1,280

Breadcrumb	We will install WordPress breadcrumbs to help users to identify where they are	Hours	Hourly Rate	Fee
		4 hours	\$75	\$300

FAQ	We will update the content from the existing website	Hours	Hourly Rate	Fee
		4 hours	\$45	\$180

Smart Search	We will install smart search to help auto fill search content from the site	Hours	Hourly Rate	Fee
		4 hours	\$80	\$320

Template Design	We will create a separate template design layout for inner pages such as Blog, Contact Us, Departments and Smart Search	Hours	Hourly Rate	Fee
		24 hours	\$80	\$1,920

Testing	We will test in major mobile devices and browsers	Hours	Hourly Rate	Fee
		24 hours	\$45	\$1,080

Make Live	We will port the site from testing to live.	Hours	Hourly Rate	Fee
		4 hours	\$80	\$320

Client Documentation	We will develop a custom client manual for reference and future updates and changes	Hours	Hourly Rate	Fee
		24 hours	\$35	\$840
Total				\$28.890

The above fee is contingent on allocation of the complete bid.

Photography services are quotable on an hourly basis, with a four-hour minimum, or day rate. Having visited Asheville and the surroundings, we are familiar with the area and appreciate the beauty and offerings available to be showcased.

Our security team would evaluate the final delivery.

We will sign a non-disclosure agreement, as needed.

Thank you for your consideration.



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