



JUNE 2018 QUOTE FOR: WEBSITE TRANSFER TO WORDPRESS

Prepared For:

BURNET COUNTY TOURISM - THEHIGHLANDLAKES.ORG

Thank you for the opportunity to submit a proposal for the design of Burnet County Tourism's website, TheHighlandLakes.org. Working together, we can create a dynamic website that will give more emphasis to TheHighlandLakes.org and the participating Burnet County Lodgers in search engine results like Google.

Over the life of the existing site, TheHighlandLakes.org has not experienced the expected growth and effectiveness to participating lodgers. As made apparent in committee meetings, the desire of the lodgers is to have additional presence on a central site that is easier to maintain, promote, and find when searching for popular tourism keyword terms. Referrals from a site like TheHighlandLakes.org could be a greater contributor to lodger success. More emphasis toward ease of site management and a focus on Search Engine Optimization will attract site visitors and referrals for participating lodgers.

We have analyzed the current website built for TheHighlandLakes.org, and determined that the platform used is ASP.net. ASP.net is a programmable database for automation of tasks that is beyond the needs of the Burnet County Tourism site. We agree with the request of the committee to build a new website in WordPress and avoid unnecessary time delays and cost to reprogram the ASP.net.

The focus of our proposed redesign will be to attract and capture visitors looking for information on where to stay in Burnet County. A needs analysis will identify the key elements of the website, different customer types, and all necessary calls to action. Following the analysis we will create a content plan focused on specific goals, and move into the design phase with the following focus.

CONTENT MANAGEMENT SYSTEM - CMS

Central to the new design will be a robust CMS that will easily allow management of the Burnet County Lodgers listings.

WEBSITE ORGANIZATION

Each Burnet County Lodge will have a listing linked to their own information page. The CMS system will allow for as many pages as necessary without incurring additional cost beyond the original design and build fee.

WORKFLOW

PRELIMINARY DESIGN - We will begin building a custom designed template to integrate into Wordpress. Then begin incorporating the CMS in preparation for initial design and content setup. The preliminary design concept for the new website will include the basic layout, color palette, font choices, etc.

WEBSITE DESIGN & SETUP

- Create custom website interface - layout, colors, fonts, logos, etc...
- Set up website architecture and navigation system
- Implement nameplate/logo placement and design
- Integrate Content Management System (CMS)
- GoDaddy hosting will be purchased and set up as part of the hosting fees included in Website & Marketing Proposal
- Update website content that is provided, both new and from current website, and create menu items based on navigation layout.
- Create custom form for inquiries
- Set up meta description, keywords and page titles to help with SEO
- Set up a Gmail account to link directly to Google Analytics to allow the ability to monitor traffic and retrieve analytic statistics
- Integration of social media in the website through multiple channels – Facebook, Twitter, Instagram
 - Custom social media account cover photos and social icons included in Website & Marketing Proposal
 - Creation of new Instagram account included in Website & Marketing Proposal

INITIAL DESIGN REVIEW - Once the initial design is ready for review, Victory Marketing will schedule a meeting or phone call to go over the website. In this review, we will go through the site page by page and take note regarding any edits, changes or additions we discuss. Additionally, our staff will update and include any information already gathered and posted to the 101HighlandLakes.com/Stay page.

FINAL DESIGN REVIEW - In this review, we will once again go through the site page by page and take notes regarding any edits, changes or additions we discuss. At this time, based on the changes discussed, we will decide if there will be a need of a third review or if are approved to get the site ready to 'go live'. Launch - Upon approval the existing site will be taken down and the new site will be launched to the domain, TheHighlandLakes.org.

➡ **TOTAL PROJECT BID - \$4,970**

A handwritten signature in black ink, appearing to read 'J. D. Smith', is written over the bottom right portion of the page.

FEE SCHEDULE

50% Deposit due upon acceptance of the proposal

50% plus any incurred additional and agreed upon hourly fees

GET STARTED

To get started with the project, please accept this proposal “as is” or discuss desired changes, finalize and sign contract emailed to judgejamesoakley@gmail.com, submit initial payment of 50% of total project fee. Remaining balance due at launch.

TERMS & CONDITIONS

Once the project fee is paid in full to Victory Marketing, any elements of text, graphics, photos, contents, trademarks, or other artwork furnished to Burnet County Tourism/TheHighlandLakes.org for inclusion in website are owned by Burnet County Tourism.

Victory Marketing assumes Burnet County Tourism has permission from the rightful owner to use any images or design elements that are provided by TheHighlandLakes.org for inclusion in the website, and will hold harmless, protect, and defend Victory Marketing from any claim or suit arising from the use of such elements.

Victory Marketing retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects. Victory Marketing also retains the right to place their logo and link at the bottom of the website pages.