

Web Project Proposal

Board of Regents State of Iowa

Website Design, Development & Hosting

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BLUE COMPASS
INTERACTIVE

Presented by Blue Compass Interactive

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PROJECT OVERVIEW

Blue Compass proposes to create a fresh, dynamic and robust website for the Iowa Board of Regents. The new site will feature a modern, mobile-friendly, responsive design and will be built to be easy to find, easy to navigate and easy to update.

Goals for the new website include:

- Provide fresh, attractive branding and an engaging online presence
- Provide users with clear information and easy access to Board of Regents minutes and agenda items
- Allow your staff to easily and instantly update the site

Blue Compass deliverables:

- Website Strategy & Content Architecture
- Website Design
- Website Development
- Custom Management System
- CMS Training Session

WEBSITE SOLUTIONS

Everything included with your new website:

- **Initial Planning & Project Management**

We will provide planning and project management throughout the entire process of website development. A project development schedule, with responsibilities for both your team and ours, will be provided to help ensure deadlines and the launch dates are met. As the project progresses, your Account Executive will keep you informed of every milestone and make sure the project is continually developing in the right direction.

- **Content Architecture & Navigation**

Effective information organization and retrieval is the key to a successful website. After a review of your online goals, web content, and current site statistics, we will work with your team to create a logical, streamlined content architecture. Keeping all audiences in mind, we will develop an easy-to-use and intuitive site navigation system that accommodates all the necessary content.

- **Design Strategy & Responsive Website Design**

With content architecture and branding in place, we will conduct research into similar organizations, competitors and current web trends before producing a homepage design. Once our research is complete, a fresh homepage design will be created and submitted for your approval. We will work with you to review and tweak the initial design until a creative direction is finalized. Once homepage design is finalized, we will proceed with interior page design templates, including:

- Standard interior page
- News article listing page
- News article page
- Non-branded page (this page will look as if it's independent from the rest of the website, enabling your team to post information that's best displayed without Iowa Board of Regents branding)
- Contact us page

The design will be mobile-friendly and responsive, meaning the website will be optimized for whatever sized screen it is viewed on. This provides your visitors with an ideal experience, whether they're using a smartphone, tablet, or computer. All photos will be provided by your team.

- **HTML/CSS Development**

After the design is finalized, our developers will apply the graphic concept to all pages within the site, prepare images for the web, and develop each page. Pages will be built in HTML and use CSS to control design.

- **Content Management System**

A content management system (CMS) will be provided for your website. This dynamic system will give you the ability to easily and instantly update text and images, add pages, build forms, add documents, and much more through a web-based, password-protected interface. No software is required; the site will be updateable from any computer with an internet connection, through recent versions of web browsers. **CMS features include:**

- Edit, create, and delete site pages, articles, documents, images, videos, podcasts and more
- WYSIWYG ("What You See Is What You Get") content editor
- Testing Environment – create hidden test URLs, allowing your team to preview pages without the public seeing
- File and image management system
- Versioning – retrieve an older version of a page if you make a mistake
- Multiple user login – with the option to limit access to some website areas for certain users
- Password retrieval flexibility

- **News Article System**
This system will allow your team to post regular news and blog articles, which may be categorized to allow visitors to easily sort through the types of articles of most interest to them. Social sharing buttons will be included to encourage visitors to share your content.
- **Full Website Search**
This internal site search uses Google technology to index your site and allow visitors to search for desired content.
- **Vanity URL Tool**
This tool allows admins to create custom “vanity URLs” for a page, enabling easier marketing campaigns. For instance, [website.org/event](#) can be created and redirected to <http://www.website.org/special-2014-summer-event.aspx>
- **Broken Link Checker**
Admins can use this tool to receive Emails reporting pages with broken links. This helps your team to make sure your website is continually providing a solid visitor experience.
- **Testing**
Before the new site goes live, we will go through a rigorous testing process. All pages and functions will be tested by Blue Compass in all current modern browsers on recent desktops, tablets, and smartphones to ensure accuracy prior to launch.
- **Analytics**
Google Analytics will be integrated into the site, enabling your authorized staff to view site statistics such as number of web visitors, where they are from, what pages are most viewed, time spent on the site, etc.
- **Training**
Once the site has launched, Blue Compass will provide a training session to key staff members on the content management system. Together, Blue Compass and your web team can determine the appropriate method for training, and schedule necessary staff accordingly.

PRICING & TERMS

50% due at beginning of development; Final 50% payment due 30 days after site launch (negotiable). Requires signing of Blue Compass' standard agreement. May be re-estimated after 60 days, or if additions are made. All photos and copy will be provided and sized by client.

Service	Hours	Price
Strategy, Project Management, Training.....	35 hours @ \$150/hour	\$5,250
Responsive Website Design	40 hours @ \$150/hour	\$6,000
HTML/CSS Development	60 hours @ \$150/hour	\$9,000
Back-end Development	40 hours @ \$150/hour	\$6,000
Network Administration	4 hours @ \$150/hour	\$600
Testing	4 hours @ \$150/hour	\$600
Total		\$27,450

HOSTING

The site will be hosted on a Microsoft infrastructure stack running industry-standard methodology. Redundancies are built-in to ensure the highest levels of uptime and data integrity. Edge firewalls allow only necessary web traffic to sites and monitoring ensures proactive alerts are generated. The web frontend includes load-balanced Windows Servers running IIS while backend databases are housed on failover clusters for maximum availability. 1GB of storage and 30GB of monthly bandwidth are allocated to each site (additional storage space and bandwidth are available). Backup and disaster recovery plans are implemented and change control procedures are practiced by development as well as systems administration teams. Security patch schedules are rolled out monthly. DDoS contingency procedures are in place to respond to an attack situation and incident response plans are also published internally. Note: if sensitive information, such as HIPAA info, SSN, etc. is transmitted over the website, a secure SSL certificate must be added, at an additional yearly fee. Client is responsible for notifying Company if such info needs to be transmitted over the site.

Annual Hosting Fee - \$1,200/year

Google internal site search subscription fee - \$250/year

OPTIONAL ENHANCEMENTS

The following enhancements are optional additions:

- **Page Integration & Build-Out/ Content Population | \$40/page**
With this enhancement, Blue Compass will create and populate each page of your site with copy and photos (provided by your team). Without this enhancement, your team will populate the site through the CMS.
- **Keyword Research & SEO | \$75/page**
With this enhancement, Blue Compass will provide keyword research and optimization for each page by writing unique meta titles, page descriptions, and image alt tags. This prepares the site for a successful launch and a strong performance amount search engines.
- **Custom Form Builder System | \$1,500**
This enhancement will allow you to create smaller custom forms by adding open fields, then labeling these fields. Visitors will be able to input their info into these fields then hit “submit.” This info will then be sent to your team via Email. Note that sensitive info (such as an SSN or a bank account number) should not be sent via Email.

OUR PROCESS

While hitting deadlines and delivering an award-winning website is important, we never lose focus of the most important aspect of the project - you and your goals. Our process begins by sitting down with you and truly understanding these goals.

First, you will be assigned an Account Executive. Throughout your project, your AE will direct your project, keep you updated, and answer any questions. You will be given a development schedule which provides the key stages and dates of the project's development. You will be kept updated and are encouraged to provide feedback throughout the entire development process.

Market and design research follows. We will get a firm grasp on the message that needs to be communicated, and the market in which it seeks to stand out. Next, we propose a content architecture to make navigation easy and intuitive for your users.

In the next step, your goals begin to come to life with a fresh, new design. The design is then programmed and development begins. Your project will be integrated into CMS, giving you the ability to easily update it. Content entry and editing is then completed. Finally, after thorough testing on many browsers and devices, your site is launched as you begin to receive new visitors, feedback, and results.

We care about your project and don't want the relationship to end at launch. Once your project launches, we remain available for help, support and online marketing. Most of our clients begin an Online Marketing Package as soon as their website launches. This package allows us to serve as your web marketing team as we help you gain more traffic and conversions through SEO, content marketing, A/B testing, on-page optimization, technical SEO, and more.

ABOUT BLUE COMPASS INTERACTIVE



Established in 2007, Blue Compass is a leading team of digital experts helping organizations succeed online through web design, development and online marketing. Based in West Des Moines, we serve clients nationwide from top national brands to smaller organizations - in nearly every industry. We are known for our best-in-the-business customer service, which has led to a 99% client retention rate.

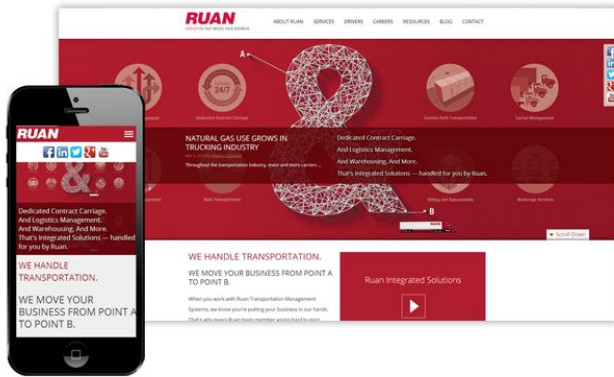
We deeply care about our clients and are dedicated to their brands.

We provide unique, exceptional designs that have been honored by prestigious organizations such as Adobe. Our .NET development is award-winning, easy to use, and custom-built for your unique project—no average, out-of-the-box, one-size-fits-all solution. Our online marketing is the best in the industry—we truly understand how to effectively use search engine optimization and social media for your business—and we provide analytics so you can see the actual ROI.

Our goal is to create and market incredible online projects that make a difference.

PORTFOLIO

Ruan Transportation



"We're thrilled with the outcome! I enjoy working with the Blue Compass team and highly recommend them for all interactive needs. They delivered for an amazingly competitive price. We're thrilled with the look and feel of the new Web site. It really captures the direction in which we're taking the brand. The site is a great way for us to showcase Ruan as an industry leader."

Tara Meier Vice-President of Marketing,
Ruan Transport Corporation

Orchard Place



"Blue Compass clearly shined above the competition. Simply put, they have set the bar extremely high for Web companies. They continue to evolve to meet the changing needs of customers and the technology behind what the end user sees. We could not be more proud to work with Blue Compass. They have been professional, smart, and forward thinking in everything they have done for us."

Craig Olson, Director of Communications

UnityPoint Health



"We could not have done this without Blue Compass. The work that was done to create content, find beautifully accurate photos and do all of the backend work so that our site was at the top for innovation, was unbelievable. I do not think any other team would have been able to produce such an amazing product."

We honestly felt like we were the only group that Blue Compass was working with, when we know that was not the case. I continue to receive compliments on the look of the site and how well it navigates for a consumer. I cannot thank the team of Blue Compass enough for the work they did for us and the support they continue to be!"

Kirsten Corley Marketing Manager, UnityPoint Clinics

Spalding Sports Equipment



"When we set out to redesign our websites, our goal was to make them user-friendly and unique to our industry. The staff at Blue Compass Interactive listened to our ideas, goals and concerns and provided creative solutions that met and exceeded our expectations. The end result is a website that we proudly associate with our brand and an enhanced online experience for our customers. We look forward to working with Blue Compass Interactive again on our next web project."

Jason Harris Marketing Manager, Spalding Athletics

Fareway Food Stores



It's been a pleasure for Fareway Stores, Inc. to work with Blue Compass to grow our website and online presence. The staff is full of new, fresh, creative ideas that strengthen our goals and visions. We gave them creative control over the look and feel of our website, and we couldn't be happier with the results. Blue Compass has proven to be dependable and professional in all areas, even with short deadlines. Thanks for the great service and innovative ideas!

Jeff Stearns VP Sales & Marketing, Fareway Stores, Inc.

NAPA Auto Parts



"We were looking for a simple, yet effective way for our sales team and customers to view and order image related elements and marketing materials from our secure website and the results exceeded our expectations. We continue to update our offerings and since our site was developed with growth and expansion in mind, changes and updates are easy to perform with no downtime. I'd recommend the expertise of Blue Compass Interactive for any project and as a result of their efforts, they continue to be provided with new growth opportunities from NAPA."

Terry Mann Director of AutoCare and Wholesale Marketing, NAPA Auto Parts