Website Design & Development Proposal for St. John in the Wilderness

Trevellyan.*biz*

Friday, June 11, 2021

Jay,

Thank you for taking the time to speak with me about your church's need for a new website. From our discussion, we understand that your current website is a bit dated and no longer meets the needs of your congregation. You'd like a new, mobile-friendly website that you can update yourself.

Our goal for this proposal is to explain what our process will be for designing, building and maintaining your new WordPress website.

We look forward to reviewing this document with you over the phone tomorrow, Tuesday, June 15 at 2:00pm. We'll call you at (518) 329-0527. and we will be happy to answer all your questions then.

Sincerely,
Robert & Suzanne Trevellyan

Contents

Technical Details About Your New Website

There are many platforms to choose from when building a website. We specialize in WordPress because we have found it provides the best value to our clients.

Mobile Friendly
People browse the web on an ever increasing variety of devices and this trend poses a question for web developers, "How can we make the user experience equally good on as many different devices as possible?" When we ask, "Is a site mobile-friendly?" we don't mean, "Is the site visible on a phone?" What we want to know is, "Does the site offer a good user experience on a small screen?"

We use *Responsive Web Design*. With this technique, page layout automatically adjusts to the size of the display, making the website easy to use regardless of the device.

Search Engine Optimization
The way a site is built can affect success in search engine rankings. WordPress features, such as the ability to generate search-friendly URLs and XML Site Maps, lay the foundation for structural SEO, and a variety of plugins helps us get the most from on-page SEO.

Security
All websites are constantly under attack from hackers. We take security seriously and will help you to keep your site and your visitors safe.

Accessibility
We will do our best to follow the latest W3C Web Content Accessibility Guidelines (WCAG). This will ensure that your website is usable by the widest possible audience.

HTTPS
HTTPS encrypts the information passing between websites and their visitors, which enhances user privacy and allows for higher performance. Search engines and browsers penalize websites that don't use HTTPS. Every website we build uses HTTPS.

Single Point of Contact
To keep the project manageable, we require you to designate a single contact person. They will be responsible for coordinating content and will be our go to person for all decisions.

Recommendations for the New Website

I. ADD MORE PHOTOS
Your website is the first interaction that most people will have with your group. Let's make it warm and inviting. High quality original images (not stock art) of leaders, parishioners and local places of interest are recommended.

II. ADD A BLOG
The main pages of a website contain general information that doesn't change frequently. Blog entries are more topical and arranged in reverse chronological order. Entries might promote services or resources, and include educational articles. Site visitors can go to the blog page to read new posts or they can subscribe and have updates emailed to them. The blog would replace the existing News Archive page, and we would convert all existing entries to individual posts.

III. REORGANIZE CONTENT TO FIT ON MORE PAGES
While the site is text heavy, most of the information is valuable and relevant. To make things easier to find, we recommend breaking down the content into more pages.

Based on the current content of the site, we can imagine this possible new site map:
(We recommend keeping the number of main links to 7 or fewer.)
1. Home
2. About
   - Mission/History
   - Work in the Community
   - Church School
   - Church Leadership
3. Calendar/Events
   - Events
   - Capital Campaign
4. Photo Album
5. Blog
6. Contact
   - Contact info and directions
   - Resources
   - Newsletter archive

IV. CALENDAR PLUGIN
We discussed whether you really need the full calendar plugin. At first I thought it was overkill, but since learning that you'd like to integrate the Lectionary page (currently a Google Calendar) into the new calendar page, it seems prudent. If you have weekly events and don't use a calendar plugin, the page will quickly become out of date—unless someone logs into the site each week and removes old events. The plugin automatically removes old events from the upcoming events page. Also, if you want to feature an upcoming event on another page, which we know you want to do, then the calendar plugin is the way to go.

Responses to Questions You Posed

I. EMBEDDING FACEBOOK LIVE ON THE WEBSITE
You mentioned that you are now offering live Facebook streaming of church services and asked if this could be embedded on the website. While it is certainly possible, please note that each live video broadcast will have its own embed code. Therefore, someone would need to go in and update the code for each new session. This is more complicated than a typical content change. If you decide that it's important to offer this, we will do our best to show you how to make these changes, or you can hire us to take care of it for you.

Alternatively, it is possible to embed a full Facebook feed, which would include the live streams as and when they occur. However, we generally do not recommend this. Here's an article we wrote that addresses this in detail.

II. ACCEPTING DONATIONS
A. VENMO or PAYPAL
You asked if it would be possible to add a donation button using Venmo or PayPal. We can do this for PayPal, but Venmo has limited support for payments to organizations and there is no support for donations (see the bottom of this page: https://help.venmo.com/hc/en-us/articles/217532097-Can-I-use-Venmo-to-buy-or-sell-merchandise-goods-or-services)

B. OTHER OPTIONS
A PayPal donate button can be confusing for people who don't have a PayPal account. A better way to solicit donations through your website is to use something designed for the purpose. There are a couple of different approaches we can take, depending on your requirements. The key is to make giving as easy as possible, and part of that is to accept credit card payments (this doesn't mean you have to stop accepting payments via PayPal). This would require you to set up a Stripe account, and there may be annual software licensing fees involved, depending on which approach is the best fit for your organization.

Detailed Project Timeline

Transitioning: the current website will stay live until the new site is approved. At that time we will take down the old site and put up the new site.

I. CONTENT TRANSFER

Estimated time: 1 week

We will copy all the content currently on the website into a Word document, separating each subject area onto its own page. Then we will send you the Word document and you will review it, making any changes to the content that you'd like. When you are done editing the content, you will send the Word document back to us and we will copy that text onto the relevant pages of the site.

II. DESIGN

Estimated time: up to 3 weeks

We will share with you links to some websites we think have elements that could work for you. We will talk about layout, colors and fonts. Once we agree on an overall look, we will create a design and refine it until you are satisfied.

III. DEVELOPMENT AND SEARCH ENGINE OPTIMIZATION

Estimated time: 3-6 weeks

This is where the approved design becomes concrete. We implement site-specific features, perform basic optimization and add social sharing buttons.

IV. TESTING

Estimated time: 1-2 weeks

(Change requests at this point in the project will be limited to 4 hours.)
During this phase, we will test the site to ensure that everything is functioning correctly. You will also be able to test the site.

V. LAUNCH

Estimated time: up to 1 week

Upon your final approval, we will launch the site. This marks the end of the project.

We can start building your new website site in mid-July. We will work with you to set deadlines for the items that are your responsibility. If you cannot meet a deadline, we reserve the right to reschedule your project. The project will be repriced if, due to you not supplying deliverables, the project does not progress for a period of 6 months. The deposit is not refundable.

Your Investment

Includes

- Content Management System
- Mobile-friendly responsive layout
- Donations via credit card and/or PayPal
- Embedding of Facebook live streaming or full Facebook feed
- Calendar
- Blog
- Our link will appear in the footer and your site will be included in our online portfolio.

ONE TIME DEVELOPMENT FEE:
Mobile-Friendly, Custom Website...**$6,000**

We require a minimum deposit of one half to start.
The remainder is due at launch or no later than calendar month after Testing begins.

All-In-One: Hosting & Security

Websites are constantly under attack from hackers, whose typical goal is to take control of server resources or to install malware delivery systems. The best way to protect your site and your visitors is to keep the website software updated and use a high quality hosting service. It is also vital to have up-to-date backups in case the site breaks or is hacked and needs to be restored from a clean version.

Our Hosting and Security package includes everything to keep your site running smoothly.

- High performance, WordPress-optimized hosting is the foundation.
- Automatic daily offsite backups ensure that we can quickly recover a working copy of your site if anything goes wrong.
- Daily scans check for unauthorized changes and notify us if anything unexpected is found.
- Daily notifications alert us to pending software updates. For some components, we enable automatic updates. For others, we manage updates manually, weighing stability against urgency.
- Automatic uptime monitoring alerts us if your site is offline. We report any sustained outage to the hosting company and work with them to get your site back online as quickly as possible.

Standard Package $69/month
If we discover malicious activity, or a software update breaks your site, we provide a good faith estimate of what it will cost to fix.

Complete Package $99/month
If we discover malicious activity, or a software update breaks your site, we fix it at no additional charge (excluding any software license fees).

The option you choose is billed automatically to a credit card every 3 months.

If you prefer to maintain the website yourself on your own hosting plan, we can help with setting up an offsite backup service and uptime monitoring. We'll show you how to install software updates, and if anything goes wrong, we'll do our best to help. Any time we spend this way will be billed at our current hourly rate.

Ongoing Costs

1. HOSTING
Hosting Account from around $25/month
While we offer a complete hosting and security package as described on the previous page, you may prefer to manage hosting and security yourself. If you're satisfied with your existing hosting service and it's suitable for running WordPress, we'll be happy to work with that account. Alternatively, we can help you set up a new account with a different host. The charge for account setup is one hour's labor.

2. DOMAIN NAME REGISTRATION
For simplicity, we recommend that domain registration and web hosting be held in one place. Expect to pay about $15/year per domain. If you opt for the hosting/security package outlined on the previous page, we cover the cost of one domain registration.

3. EMAIL ACCOUNTS
As far as we can tell, your existing email service is with 1and1 (a.k.a. Ionos). If you're happy with the service we can leave this as-is. Otherwise, we offer email service from Rackspace at $5/month per mailbox. If you prefer to buy directly from Rackspace, they will charge around $3/month per mailbox, with a $10 monthly minimum.

4. ADD-ON COMPONENTS $TBD
During the development process we may implement specific features of your website using ready-made add-on components. If a component requires a licensing fee, we will seek your approval before proceeding and bill you separately.

PLEASE NOTE:
We select components carefully, but it is inevitable that a developer sometimes withdraws support for a component. The impact of this may be large or small, depending on what role the component plays. Should this occur with your site some time in the future, we will let you know as soon as possible so we have time to discuss options, and we will provide a good-faith estimate of the costs involved in replacing the component.

4. STOCK ART
The time it takes us to research relevant stock art images is included in this proposal. We will send you screenshots of images we think make sense, along with pricing. You will approve all images before we purchase them. The cost of the images will be billed separately.

Other Items

Content Management System Tutorial **$95/hr**
If you decide you'd like to make changes to the site content yourself, the first hour is included in the development price. If you'd like instruction beyond the first hour, or if anyone else needs to know how to make changes to the site, we will be happy to help. This support will be delivered via remote desktop.

Ongoing Content Updates **$95/hr**
We currently maintain the websites of several businesses and organizations. If you would like to speak with one of these clients, we can provide you with contact information.

Additional Billable

Changes in Scope..**$95/hr**
When there is an unplanned change that will incur a cost, we will notify you ahead of time and will not proceed unless we receive clear approval for increased budget and timeline. Hourly rate: $95/hour, billed in tenths of an hour. However, many additional projects and/or project modifications can be scoped and bid on a fixed-price basis.

What Makes a Trevellyan.biz Website Better?

We are often asked, "What's the difference between a site that you build and a site that I might get from another developer." The answer: technical knowledge, experience, professionalism and a commitment to making your organization stand out.

Our Staff
Before starting this business in 2003, we had both achieved high level management positions at successful companies. Nearly 20 years working for others taught us the importance of good communication, follow through, and responsibility.

Technical Expertise
Few small web development companies have our depth of expertise. We understand how the internet works and what is required to build a good website. We know which factors search engines use to rank websites, and we'll work to understand what will make your website compelling and relatable to your target audience.

Because we are a small shop, we are very hands on. We do all our own work, we do not outsource anything. There is no chance of things getting lost in translation or work being handed off to someone with less experience. It is our job to make your job easier.

Experience
For the last 12 years, building and maintaining websites has been what we do all day, every day. Each development project gets our full attention, and we are available to answer customers' questions and offer guidance.

WordPress
There are many website platforms to choose from. We choose WordPress because of its content management and SEO capabilities, as well as the fact that it is open source and the most popular content management system in the world.

Ongoing Support
We work as a partner with our clients. As your organization changes and grows, we'll be there to ensure that the content on the website stays relevant. At the same time, we offer services to keep the WordPress software updated, backed up and secure.

Reputation and Recognition
We have a strong track record of satisfied clients. See our website for testimonials and a gallery of active websites, and see the last page of this proposal for references.

Why Choose Trevellyan.biz to Build Your Website
Our technical knowledge, experience, professionalism and commitment ensure that our sites have solid structure, quality content, an appealing design, and employ the latest SEO techniques.

Additional Services

ADVERTISING/MARKETING

Email marketing
Advertising/Marketing Plans
Graphic Design
Search Engine Optimization
Publicity

COMPUTER SERVICES

Computer Service and Repair
Technical Support
Automatic Backups
Data Recovery
One-on-One Tutorials

References

We encourage you to contact the references listed here.
Additional references are available upon request.

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