



CLIENT: Rendina

SCOPE OF WORK: Website

DATE: May 11, 2023

RUSSO 6 PHASE WEBSITE DEVELOPMENT

3-4 months depending on complexity meeting phase deadlines and internal schedule.

1. Sitemap (1-2 wks)

- a. Complete brief
- b. Confirm scope/Assign team <internal>
- c. Meet with client i. Schedule copy interviews
 - ii. Schedule photoshoots (if needed)
- d. Keyword Development
- e. Develop Sitemap

DELIVERABLE 1: Complete and Present Sitemap

2. Wireframe (1-2 wks)

- a. Begin Copy Interviews
- b. Complete photoshoots (if needed)
- c. Develop Wireframe

DELIVERABLE 2: Complete and Present Wireframe

3. Web Copy (1-2 wks)

- a. Write Copy

DELIVERABLE 3: Complete and Present Copy Deck

4. Design (1-2 wks)

- a. Develop look and feel of site, including fonts, colors and theme
- b. Begin home page design

c. *** REVIEW Sitemap, Wireframe and Schedule

DELIVERABLE 4: Complete and present theme and Home page design (if all preceding elements are complete, move into programming.

This is a blackout period. No changes can be made after this point.)

5. Programming (4-6 wks)

- a. Begin programming
- b. Set completion date

DELIVERABLE 5: Complete and present completed site

6. Testing/Launch (1-2 wks)

- a. Pre-launch and testing
- b. Training
- c. Launch site

Search Engine Optimization

The search engine optimization (SEO) of the website is crucial to achieving the goals and objectives that have been set. Without organic SEO, the website is just an electronic brochure with an unlisted phone number

- Site Audit: review the current SEO strategy
- Keywords & phrases: evaluate and determine which words/phrases to integrate into the site
- Integration: Utilizing Google best practices to plan out integration through page titles, header, sub-head, copy, meta tags, alt image text, etc.
- Ongoing: Initial organic SEO (keywords built into the website during development) is only the 1st step. Ongoing SEO must be leveraged through updating the content on the website as well as paid SEO.

FUNCTIONALITY

There are a number of details to factor into the functionality of the website.

- Platform: The site will be built on HubSpot which is an open source platform with an endless supply of options for customization
- Responsive Design: This will allow the site to be mobile friendly and incorporate a designed alternative for each size screen
- Security: Implement best practices to ensure all security updates, patches, and protections are in place
- Load Times: Visuals will be sized properly to reduce load times and ensure a seamless user experience

- Analytics and tracking: Google analytics will be installed for tracking and analyzing with the SMART goal measurement through monthly reports

STRUCTURE/SITE MAP/ WIREFRAME/PLAN

The sitemap will determine the plan for the website. This is the “blueprint” for the construction and will utilize the current draft as a starting place. You are able to view how the site will be navigated, pages, and an overall 10,000-foot view of your site. Once finalized and approved, RUSSO will bring these pages to life through programming, copy that is optimized for the best search results and reflects your brand, and design.

DESIGN

The design of a great homepage and interior pages begins with an understanding of DSA’s current visuals.

- Brand Standards: review client’s current brand standards
- Collateral: review marketing material to properly incorporate existing design elements
- \Visuals: establish the look and feel of the site based on photography, illustrations, and other necessary elements
- Headshots: create a style for photos of employees that will be included
- Analysis of competition: compare proposed design to ensure it is in line with industry standards but does not blend in too much with the rest of the herd
- Preferences: consideration of client’s favorite styles and items to avoid

Template Development: our web team creates a template that is custom for your company to make it easier for your team to add pages as needed. No two sites have the same needs, so RUSSO believes that the creation of custom templates gives the client the power to add or change easily rather than having to spend their valuable time trying their hand at programming.

Homepage Design/Design Guide: once research has been conducted, a blueprint is put into place, and a backend template is created, visual design elements are then created. Once the look and feel are designed, our team works with the client to ensure the visual branding is well executed and that visitors to the site feel an authentic connection to that brand.

Interior page design: once the homepage visual branding has been approved, the interior pages follow the lead of the homepage design. Programmers and designers ensure that each interior page flows seamlessly with the homepage.

MESSAGING & COPYWRITING

Although most web companies prefer to have the client develop the messaging and copywriting for the site, RUSSO believes the copy on the page is as important to the viewer as the SEO

keyword behind the scenes is to the search engine. The translation for bodies and bots is crucial to the overall success of the website.

- Interview: Interview the client to establish voice
- Message: Craft messaging to best convey the brand, point of differentiation, and expertise
- Copywriting: Develop the copy for each page while staying true to the principles of SEO

Copy and Content Development: RUSSO’s experienced copywriters do not create awkward paragraphs with plug-and-play keywords that look and feel out of place when web visitors are reading. Our team of Creatives also conduct photoshoots and create graphics that reflect your brand rather than choosing stock imagery that is overused from site to site. The goal is always to tell a story and form emotional connections while also catering to SEO rules to ensure that the web copy is on-brand and allows the website to appear at the top in Google searches.

PRELIMINARY PDF DESIGN APPROVAL

Before the coding and programming happens, RUSSO will show the client the entire look and feel of the website in PDF format. This allows for quick visual changes to be made without having to spend the time and energy making changes in the programming phase.

PROGRAMMING

Once the tone, visuals, and navigation of the site have been established and approved, our web developers get to the “building” phase and implement the site with all of the appropriate programming language. SEO, mobile optimization, finalizing images for web, and implementing analytics tracking happen simultaneously to allow seamless flow throughout the entire project.

SOFT LAUNCH

After programming is complete, the site is ready for a soft launch to work out any bugs or kinks that may have occurred in the programming process.

TRAINING

Our team then works with the clients to train them on how to make changes as well as ways to make their site a living, growing entity that will be key in ongoing SEO. No site is built with the power to be SEO-perfect. It is the same as the construction of a house—maintenance must occur, updates have to be made, and sometimes even a little cosmetic change after a few years is needed.

LAUNCH

Your site is ready to launch to the public. Our team is on standby for routine maintenance as part of our hosting duties.

Total: \$40,000

AUTHORIZATION

DATE

Please Note: This is a quote. This will be the final price unless the scope of the project is changed at any stage. If the authorized project is canceled by the client at any stage, the client is responsible for all internal and external charges incurred up to the point of cancellation. The client agrees to pay 1/2 of total cost upon authorization and the balance upon completion.