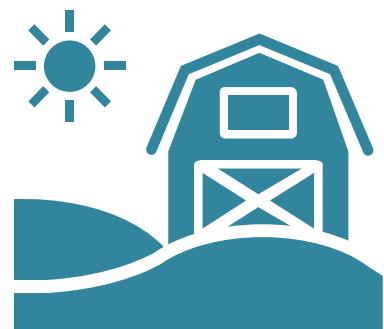


Town, Washington **Chamber of Commerce** **Website Design Proposal**

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Prepared for: Sample Chamber of Commerce



SNAPSHOT

Sample Town Chamber of Commerce is an organization in Sample Town, Washington serving businesses in the area. Sample Town Chamber of Commerce (Sample Town Chamber) has operated a website for many years. Sample Town Chamber wishes to redesign and refresh their website in WordPress to create an updated, modern, professional appearance and make it more user-friendly, while also having the ability to grow and add other functionality in the future.

Sample Town Chamber of Commerce needs a website that functions as a powerful brochure of features and services while delivering vital information to other businesses, residents of Sample Town, visitors, and prospective members.

Sample Town Chamber of Commerce has approached Web Radish to redesign their website.

BUSINESS NEEDS

Specifically, the new website needs to fulfill the following business needs:

1. A modern, clean feel with an easy-to-navigate layout and streamlined functionality.
2. Create a seamless, straightforward user experience on the website that captures the essence of what Sample Town Chamber of Commerce offers and is.
3. Provide membership information and applications.
4. Easily provide answers to common questions about what the Sample Town Chamber of Commerce offers and how important its services are.
5. Offer information about events in the area and information on how to register for events.
6. Connect with its target market and inspire confidence in the organization by providing a professional and up-to-date user experience.
7. A WordPress website that is secure, optimized for traffic, and backed up daily.

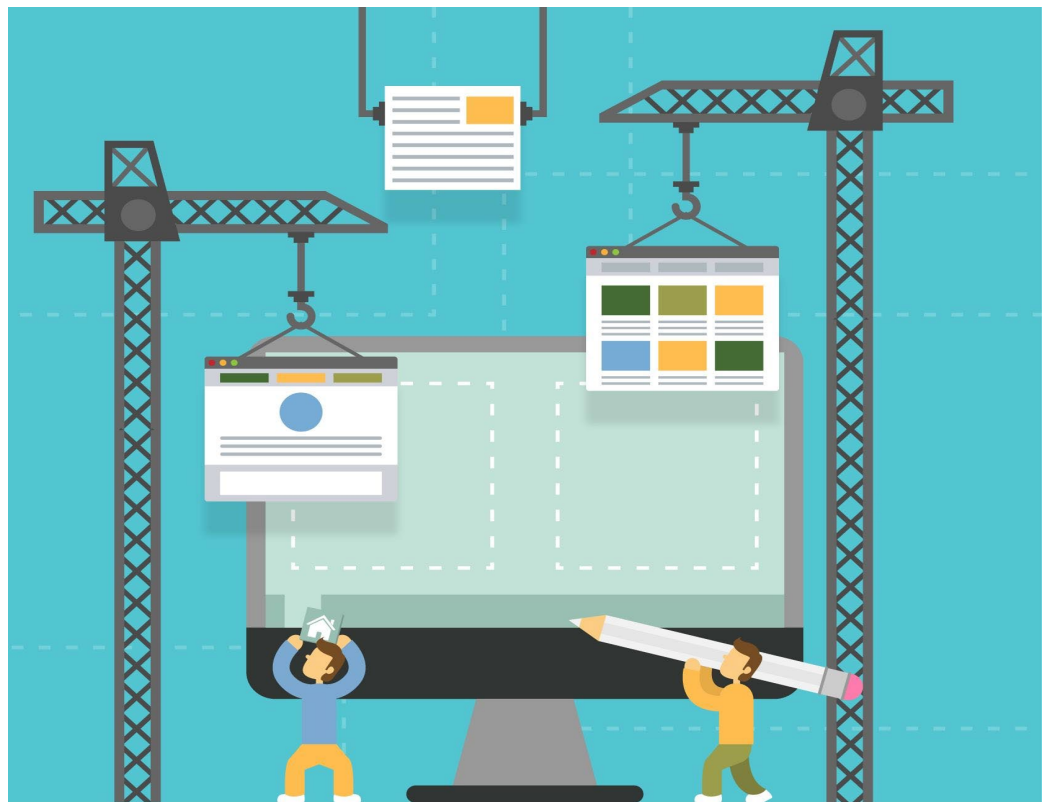
TARGET AUDIENCE NEEDS

The target audience for the Sample Town Chamber of Commerce’s website is those who wish to become members, primarily local businesses, and those living in or visiting the area. This audience lives in and around Sample Town, Washington and the site’s content should reflect that for search engine optimization purposes.

The new website needs to assist the target audience do the following:

1. Quickly learn about what Sample Town Chamber of Commerce offers in the way of services and how to take advantage of those services.
2. Learn about Sample Town Chamber of Commerce’ mission.
3. Discover how to contact Sample Town Chamber.
4. Find out about local chamber business and events.

Ultimately, the Sample Town Chamber of Commerce website should be a means of gaining credibility with visitors and residents, demonstrating what Sample Town Chamber of Commerce offers and inviting them to get in touch with Sample Town Chamber.

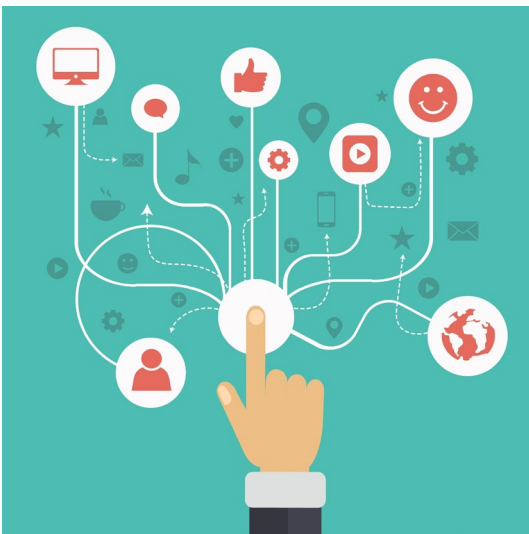


SOLUTION

We recommend putting a fresh template on the site with a custom, modern and responsive design to convey the value that Sample Town Chamber of Commerce offers to their constituents.

The new website will be designed to:

- look beautiful, modern and have a smooth, seamless user experience.
- promote Sample Town Chamber of Commerce's mission and values.
- answer common questions about the Chamber and how to get involved.
- make it easy for people to get in touch with Sample Town Chamber of Commerce.
- expand and easily adapt as Sample Town Chamber of Commerce grows.
- be built on a simple, easy-to-update WordPress template.



Additionally, the following "behind the scenes" features will be built-in to the website:

- regular pings to Google, Yahoo and Bing
- Google analytics performance reporting
- high speed page loading
- security features and backups

Further Considerations

Successful websites are those websites that continue to attract the right type of visitors and lead them down a path towards becoming a customer. This requires consistent content publishing and monitoring of the website to make sure it is achieving its objectives.

Once the website has been launched, we can assist you with your content strategy and make incremental improvements to the website to make sure that it continues to deliver a positive return on your investment through our Website Care Plans.

We would be happy to speak with you about this in more detail and answer any questions you may have.

SITEMAP

The sitemap will follow this general outline, subject to rearrangement, but following this general number of pages:

1. Home

- a. About Sample Town, video, images, our mission, teaser to all site content, upcoming events, news

2. Events

- a. Lists all upcoming events and information on common past events, like Winterfest. Each event has its own dedicated page for each event with how to register or participate.

3. Calendar

- a. Important Dates, Events

4. Become a member

- a. Includes application; print PDF or submit online

5. Business Listings pages

- a. **Main Business listings page** with links to categories of businesses, businesses listed alphabetically with basic contact info - example:
<https://www.austinchamber.com/directory>
- b. **Business individual Category pages** with all expanded category listings with contact info, logo, brief description (option, perhaps, to have some members pay extra for a featured spot at the top of the main listings page or individual category page?)
- c. *optionally, each member could have its own page and login to the site, but that won't be quoted in this proposal; can be added later*

6. About Us

7. Contact Us

8. FAQs

SITES WE LIKE

These websites serve as examples only of responsive, interactive, modern, well-branded sites that may be inspiration for your new website. We welcome your input every step of the way.

<https://www.missoulachamber.com/>

<https://duluthchamber.com/>



PROJECT TIMELINE

We offer the following timeline for the redesign of the Sample Town Chamber of Commerce website:

Design

2 Weeks

Design of website user experience and user interface to allow the target audience to easily navigate and use the website to achieve their needs.

Development

4 Weeks

Development of working website and adding all content from former site, as well as new content provided, on the WordPress content management system.

Testing

2 Weeks

Final testing and debugging on development server before launching.

INVESTMENT

Project Essentials

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Standard Hourly Rate for further updates moving forward: \$72/hour, billed on a quarterly hour basis

Project Estimate Valid from June 22, 2021 to December 31, 2021

DESIGN:

- Development of information architecture into a wireframe
- Mood board development for overall branding integration
- Collect images, logos and other collateral for the website
- Design user experience and user interface with 2 revision periods
- Install and integrate custom styles in the new theme for the site

DEVELOPMENT:

- Develop working HTML/CSS website to best practice web standards
- Develop responsive breakpoints for tablet and mobile experience
- Transfer all content to new site (based on outlined sitemap on page 5)
- Optimize each page for speed and various device sizes
- Integrate Search Engine Optimization best practices to increase visibility in popular search engines such as Google and Bing

TESTING & DEPLOY:

- Test and debug beta version of website before launch
- Set up any necessary redirects from old site pages to new ones
- Set up backup and security software
- Launch live website