Spectrum
InteractiveGroup

WEBSITE RE-DESIGN

SCOPE + AGREEMENT

Prepared for **M5 Consulting** | April 9, 2018
V. 1.1

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SNAPSHOT

A quick overview of the primary objectives

M5 Consulting is a provider of business financial consulting.
M5 Consulting currently has a website located at www.m5-consulting.com,
which has some elements that need immediate attention.
M5 Consulting is seeking a proposal to redesign and rebuild the site.

M5 Consulting seeks to update their website, where potential clients may learn about the service offerings, download sales material, and request contact for consultation and service.

BUSINESS NEEDS

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

1. Validate M5 Consulting as a trusted partner with its target audience

Also required is a Content Management System (CMS) that will allow M5 Consulting the ability to easily manage content on the site and reduce administration costs.

TARGET AUDIENCE NEEDS

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

1. Validate M5 Consulting as a trusted partner
2. Quickly and easily navigate the site
3. Ability to contact M5 Consulting for consultation or further engagement

SOLUTION

We recommend the development of the new website, built on a new CMS, with a custom design to convey the value that M5 Consulting adds to its target audience.

Website: The new website will be designed to:

- Provide a simple yet engaging design
- Allow users to quickly and effectively find and navigate content
- Optimize organic search rankings
- Integrate easily with social media
- Setup Google Analytics account

Additionally, the following "behind the scenes" features will be included in the website re-design/development:

On-Page/Local Search Optimization: When potential clients begin searching for the services that M5 Consulting provides, we want to maximize as much exposure as possible. This includes a place of prominence in local search results. We recommend the following:

- Full citation audit
- Setup or Verify Google Business account
- Setup or Verify Google Search Console
- Setup or Verify Google Analytics account

Pay-Per-Click Setup: In addition to establishing a digital presence through SEO, we also recommend setting the groundwork for the possibility of future PPC (Pay-Per-Click) campaigns to begin driving traffic to the website. We recommend the following:

- Setup or Verify Google Adwords Account
- Setup or Verify Google Tag Manager

Web Hosting: Web hosting services can be provided on a monthly or annual basis through one of our preferred hosting partners.

Recommended Content Management System: WordPress

WordPress is an open source CMS and currently powers approximately 33% of all websites on the Internet. The project is contributed to by tens of thousands of developers all over the world and is growing from strength to strength. WordPress allows us to develop flexible and customizable websites to modern standards and observes web development best practices. Furthermore, the community of web developers that use WordPress reaches far and wide and allows us to tap into this collective intelligence and bring that wealth of experience to your project.

DESIGN

We will create a **custom website design** based on your branding, colors, functionality requirements, and best usability practices. Your design will be unique to your organization and allow visitors to experience an enhanced feeling toward your brand as well as have a positive experience browsing your website.

Your website will consist of a combination of convention and creativity to make sure that your visitors can find the content they need. We design and code to the highest of standards and always keep up with industry trends.

Deliverables:
- ✓ 1 Custom website design concept
- ✓ 3 Rounds of revisions
- ✓ Templates and interface code for:
    - o Homepage
    - o Internal pages
    - o Standard page elements
        (headers/headlines, paragraphs, images, videos, links, etc.)
    - o Form elements
- ✓ Cross-browser tested in Internet Explorer, Firefox, Safari, and Google Chrome

WEBSITE

As previously discussed, content already exists for the website. Additional content or updates to existing content will be created collaboratively between M5 Consulting and Spectrum Interactive Group so we can ensure its success.

Content can range from text, pictures, galleries, PDF/PPT/DOC downloadable files, embedded video, forms, and any element supported by our Platform. All our websites include dynamic menus as well as sitemaps to control site navigation.

Custom Modules: We will create the following custom modules as part of your website...
- **Forms:** *contact us, email signup.*
- **Blog/News:** *you will be able to post new content and articles; your blog will include an RSS feed, categories, and an archive; comments are optional; your blog will be integrated directly into your website.*
- **Search:** *your website will be indexed and each page will have a search box present*

Deliverables:
- ✓ Fully functional website w/custom modules
- ✓ Google Analytics and Tag Manager installed
- ✓ Google Search Console setup

SOCIAL MEDIA

We will build your website with social media marketing in mind. We include easy to see icons on every page to direct to your social media landing pages, Facebook fan boxes and like buttons on all consumable content. We will also include any relevant social media embeds like Twitter feeds or YouTube channels.

SEO

We will optimize your website, navigation, page titles and page URLs. Also, we will register your website's sitemap with the major search engines.

Deliverables

- ✓ Setup or Verify Google Business account
- ✓ Setup or Verify Google Search Console
- ✓ Setup or Verify Google Analytics account

Completion

Before your website goes live we will do a quality assurance review of each web page to make certain it meets specification.

Also, we will help you transfer your DNS to point to your new website. Finally, we will provide a **30-DAY WARRANTY** period from the day the website goes live to make sure the website meets your specifications.

Further Considerations

HTML and CSS Layout Templates

If the project includes HTML markup and CSS templates, we will develop these using valid HTML and CSS code. The landscape of web browsers and devices changes regularly and our approach is to look forward, not back. With that in mind, we will test all our markup and CSS in current versions of all major desktop browsers to ensure that we make the most from them. Users of older or less capable browsers or devices will experience a design that is appropriate to the capabilities of their software.

We DO NOT cater for people using Microsoft Internet Explorer 6 and cannot predict the behavior of that browser.

We will also test that these templates perform well on Apple's iPad. We will not test old or abandoned browsers, for example, Microsoft Internet Explorer 6 or 5.5 for Windows or Mac, previous versions of Apple's Safari, Mozilla Firefox or Opera unless otherwise specified. At this time, we support Microsoft Internet Explorer to v.9 . If you need us to consider these older browsers, we will charge you at our standard old browser rate for any necessary additional design work, development, and testing.

Responsive Design

We design and build all our websites with a "mobile first" approach. That simply means we assume most of your site's visitors will, at some point, access your site via a mobile device. Under that consideration, we build into the site those elements that are most important and directly support your business goals. Moving to larger screens and displays, we then start adding supporting elements and "extras."

We currently build sites to display at a minimum width of 320 pixels – the size of the Apple iPhone.

Monthly Support

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.

We offer website care packages once the website has been launched, on a monthly basis, to 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.

METHODOLOGY

How it Works

Let's start off by looking at the steps we'll be taking to get your project from start to finish.

Step 1 – Discovery

Through a process of surveys and meetings, we will gather all the information we need to have the best understanding of your business and goals.

Step 2 – Architecture

We will begin to "sketch" a rough outline of how the new website will look and how it will function. Together, we will determine the best and most efficient manner in which to organize the content of the new website including, but not limited to:

- Site Structure
  - Evaluate site structure to determine impediments to optimal search engine visibility.
  - Evaluate internal site linking structure and basic site design, identify and provide recommendations for necessary changes to perfect said structure.
  - Analyze website "*calls to action*", "*flow*" and "*purchasing paths*".

Step 3 – Content

With a plan and blueprint in place, we will work with you to collect, organize, and edit the content for each page of the website, including images.

Step 4 – Optimization

With content in hand, we can begin the optimization of the site:

- Keyword Research
  - Determine optimal keywords and optimal number of keywords to promote services.
  - Develop optimal keyword strategy necessary to achieve same goal within same time period.
  - Optimal keywords developed from proprietary internal tools and several commercially available tools.

- Website optimization plan reviewed and approved by client
  - Develop Baseline ranking report and analytics, explain and email them to customer.
  - Install Google analytics, if not currently employed.
  - Develop client metrics dashboard, explain functions and instruct client in reading and usage.
  - Modify content to include keywords developed from keyword research.
  - Ensure the keyword density is optimal for search bots.

Step 5 – Prototype Design

After content is approved and optimization complete, we will begin the process of developing a sitemap and interactive prototype that can show functionality and be tested in browsers.

Step 6 – Development

With all the necessary components in place, we can begin the development of the site.

Step 7 – Launch

Getting your website "go live" ready will inevitably require several rounds of revisions and polish. Once the website is ready, we will go through the final launch checklist.

Step 8 – Training

With your website now live, we will work with you and your web team to show them how to handle:

- Content updates
- Site and plugin updates
- Server management
- General web maintenance and mastery

PROJECT TIMELINE

We offer the following timeline for the setup phase of this project:

Discovery 3 Days

Google Business Account* 1-2 Weeks

It will take no less than a day to create the account, but could take up to two weeks for final verification from Google to be completed.

Local Search Optimization 2 Weeks

Once the Google Business account is verified, we can begin optimizing for local search.

Google Tag Manager Setup* 1 Day

Usually takes one day to setup and integrate Google Tag Manager into a website.

Google Analytics Account* 1-2 Days

We will create the analytics account, apply the necessary filters to avoid tracking internal traffic, create and setup conversion goals.

Google Adwords Account* 1-2 Days

We will create the Adwords account including the remarketing pixels.

Prototype Development* 2 Weeks

Development of a sitemap and interactive prototype so that all functionality can be tested and approved in the browser.

Design* 2 Weeks

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

Development* 3 Weeks

Development of working website on the WordPress content management system.

Content Migration 3 Days

Move existing/new content and imagery into the new site.

Testing & Go-Live 3 Days

Final testing and debugging on a development server before launching.

These phases generally happen concurrently with each other

INVESTMENT

The following table shows the cost of the Design/Development. Additional pricing plans/options follow on the following page.

Website Design/Development	$3,200.00

The following elements are considered part of the development project:

- Development of information architecture into sitemap
- Development of interactive prototype to finalize functionality
- Design user experience and user interface
- Develop working HTML/CSS website to best practice web standards
- Develop responsive breakpoints for tablet and mobile experience
- Integrate website into WordPress content management system
- Integrate Search Engine Optimization best practices to increase visibility in popular search engines
- Test and debug beta version of website before launch
- Launch live website
- Integrate a daily and weekly backup schedule to protect the website*
- Integrate Google analytics software
- Training included

if hosting is provided by Spectrum Interactive Group

PLAN SELECTION

Based on the information from the previous page, please select the appropriate options below:

Website Design/Development *ONLY*

☐ Payment in full of: $3,200.00

☑ Three (3) Consecutive Payments of: $1,067.00 (1st down, 2nd design, 3rd launch)

☐ Down payment of $1,067.00 *then* Twelve (12) Monthly Payments of: $177.75

Premier Hosting and Maintenance Plans

☐ Basic Hosting – $60 per month

Includes:
- Hosting on our secure servers
- Free SSL
- Daily site backups
- Regular updates of WP Files, Themes, and Plugins
- Monthly reports
- No long-term commitments

☐ Silver Support – $175 per month

Includes everything from the Basic Hosting Plan, plus:
- Off-site daily backups
- Daily Security Scans
- Performance Scanning
- Keyword Monitoring
- Uptime monitoring
- Detailed monthly reports
- 1 hour of content management per month

☐ Gold Support – $285 per month

Includes everything from the Silver Support Plan, plus:
- Blog comment moderation
- Two hours of content management per month

Warranty

Spectrum Interactive Group provides a 30-day limited warranty on all websites to correct any errors, issues, or problems with the site.

FREQUENTLY ASKED QUESTIONS

How long will it take to appear at the top of Google?

The time it takes for your website to appear on page one of Google depends on a number of factors. It depends on the search phrase people are using to find your website and the number of other websites that are also available for those search phrases. Nobody can truly say how long it will take for your website to appear at the top of search engine results pages (including people who actually work for Google), however, there are a number of factors that can improve your chances. Building your website on WordPress is a good start as WordPress has some great Search Engine Optimization Fundamentals built-in. Creating unique and interesting content on a regular basis for your website is also critical to increase your visibility amongst search engines. Launching your website and then forgetting about it is a surefire way to get lost amongst the noise.

We are happy to talk to more about your search engine strategy if we haven't already.

How will I know if anyone is visiting my website?

We will install Google analytics software on your new website and show you how to log into your Google Analytics account where you can see a wide range of statistics about your website including number of visits, page views, and the amount of time people are spending on your website.

What is information architecture?

Information architecture is the relationship of how all the different pages of a website are related to each other. This is communicated visually through a sitemap.

Here is an example of a sitemap: http://sitemaps.thewpdevshop.com/proctormajor/

What is an interactive prototype?

An interactive prototype is a black and white version of your website that is designed to prove the functionality and features as they will work in the browser. No design elements are applied at this stage as the prototype is just built to allow all parties to make final decisions on the functionality.

Here is an example of a prototype: http://prototypes.thewpdevshop.com/proctormajor/

Why do you use WordPress?

WordPress is an open source CMS and currently powers approximately 33% of all websites on the Internet. The project is contributed to by tens of thousands of developers all over the world and is growing from strength to strength. WordPress allows us to develop flexible and customizable websites to modern standards and observes web development best practices. Furthermore, the community of web developers that use WordPress reaches far and wide and allows us to tap into this collective intelligence and bring that wealth of experience to your project.

Where is the website hosted?

Your website needs to be hosted by a hosting company that specializes in WordPress hosting. There are many companies that do this. WP Engine, Siteground, Pagely, and Pantheon are just a few who specialize in this area. WP Engine is our preferred partner for hosting. With WP, we will use a two-stage hosting environment: staging, and live. This will allow for continuous integration and higher levels of security for the site.

Who do I call if something goes wrong with the website or I can't figure something out?

Provided you subscribe to one of our ongoing website care plans, we will be your first point of contact should something go wrong with your website. We will determine whether it is something the hosting company needs to fix or something that is covered by your website care plan. We will provide training and video tutorials to assist you in using your website once it is launched.

What happens if I want to add some features to the website while you're building it?

While we like to be flexible and responsive to your needs, we also like to deliver what we promise within the time frames and budgets we have allowed. If you ask us to add new features to your website while we are building it, we will most likely ask why? If we all agree that your new request will help us achieve our objectives, then we will be more than happy to oblige. If your new feature is something you would like to add to your website but is not directly tied to your original objectives, then we will suggest to schedule it for a second iteration of the website once it has been launched. This will require a new proposal.

Who owns the site code, content, and images?

Ultimately, you are the owner of the website, including the site code, content, and images. If you are using the payment plan, your full and complete ownership occurs with the final payment.

What is the value I can expect from your service?

You can expect significant increases in converting traffic, at the best ROI possible. Average Spectrum Interactive Group SEO client sees a 60% increase within first year of being a client.

Our average client receives a 2,479% return on investment within one year of signing. That equates to about $25.00 in generated sales for every dollar spent on SEO.

We do have a 96.5% client retention rate which speaks to the satisfaction and ROI that our clients experience.

Please keep in mind… we have no control of your sales process so numbers and ROI can vary depending on your sales process and how quickly your prospects go from their research/selection phase to their purchasing phase.

ABOUT US

Located in beautiful northern Colorado, Spectrum Interactive Group is a full-service interactive/digital agency.

Our collective team of industry experts/veterans have over 50 combined years of experience in the business-to-business and business-to-consumer marketing space with an emphasis on digital and interactive projects.

Our primary mission is to leverage our experience working in larger agencies to the scale and price point for small and medium-sized businesses.

WHY US?

At Spectrum Interactive Group, we're all about the experience.

We design simple, compelling, and functional websites that make it easy for users to quickly find exactly what they're looking for when they arrive at your site. It's about creating an online experience that transforms users into followers, and followers into ambassadors.

We do this by listening to you, understanding your target audience, and putting our extensive online knowledge to work on a plan that will improve your business goals and change the way you think about the potential of the internet.

Oh, and if you're wondering, we're mobile first. It's not just the way of the future. It's the way of right now.

OUR TEAM

Michael D. Wailes

Founder/Interactive Project Director

With over a decade of experience in news and broadcasting, Michael D. Wailes began pursuing a career in web development that led him to the digital marketing space. He has been developing websites and managing digital projects for almost ten years. He has always enjoyed helping others by listening to their stories and sharing them with the world. A real renaissance man, Michael has a variety of interests and experiences which have enabled him with a myriad of abilities and talents. An active Rotarian, Michael has served as club president, Assistant Governor, and Public Relations Chair for his district.

OUR EXPERTISE

Our expertise involves the three interrelated disciplines including Search Engine Optimization, Conversion Optimization and Paid Search management. The diversity of our experience spans ecommerce, lead generation, and media sites with services ranging in scope from Search Engine Optimization, Conversion Optimization, Pay Per Click, Social Media, and every other micro-niche within the search marketing discipline. Our business model is laser focused on first page Google results, ROI, and value for dollar for all clients. Big or small, all our clients receive high touch service and support!

Internet Marketing involves

Website Optimization: This involves making your site have perfect clarity to the search engine through content, powerful titles, tags, linking structure and site design best practices.

SEO Process, Link Building and Ongoing Management: This involves months of building powerful and diverse links that make your site appear more relevant to the search engine. These links are produced the hard way from "white-hat" sources including social media, directories, blogs, press releases, and other sources. The combinations of these operations bring our client sites to the top of the search results, producing dramatic improvements in site visitors.

Conversion Optimization (CO) is a process focused on converting these increased site visitors into solid sales leads, or transacting customers in the case of ecommerce sites. CO involves multiple phases of site modifications involving modifications to landing pages, well placed testimonials, effective calls to action, and testing for results.

Paid Search Marketing (PPC) management involves a highly analytical process of in depth keyword research, fine tuning campaigns, employing advanced strategies and continually measuring results to lower your cost per sale and increase your ROI.

COMMUNICATING EFFECTIVELY

During your project, communication will be non-stop with emails, phone calls, and online meetings. Here is how we make it happen:

- **Email** – michaelw@specintgroup.com is the only email you need to remember. Everyone here regularly checks this account and the person best suited to reply will always do so quickly.

- **Phone** – (970) 578-0234 is our main line. (970) 301-0712 is the direct line to your project manager, Michael D. Wailes. Your calls are always welcome between 8:00 a.m. and 5:00 p.m. MST, Monday through Friday.

- **Meetings** – we use Join.Me (https://join.me/spectruminteractivegroup) for online meetings to review milestones and deliverables. You can also dial into a conference call at the following numbers:
(404) 400-8750
or
(213) 226-1066
Access Code: 262-687-537

- **BaseCamp** – We will use BaseCamp as an online project portal. Here we store, share, discuss, and archive everything essential to your project and account. Once we kickoff your project, we will send you a link to access this information.

NEXT STEPS

To proceed with this project, M5 Consulting is required to take the following steps:

1. Accept the proposal as is by signing and returning this document, or discuss desired changes. Please note that changes to the scope of the project can be made at any time, but additional charges may apply.

Once these steps have been completed, Spectrum Interactive Group will provide a Professional Services Agreement which will outline the specifics of our working relationship.

PROPOSAL AND SCOPE ACCEPTANCE

I have read the scope statement above and agree to it. Upon signature of this proposal, Spectrum Interactive Group will provide a Professional Services Agreement.

Signature for M5 Consulting

Signature: _____ *Jamie Mount* _____

mount@m5-consulting.com (4/12/18, 5:02:43 AM MDT)

Name: _____ Jamie Mount _____

Date: _____ 4/12/2018 _____

Signature for Spectrum Interactive Group

Signature: _____

michaelw@specintgroup.com (4/9/18, 2:47:29 PM MDT)

Name: _____ Michael Wailes _____

Date: _____ 4/9/2018 _____

Signatures' technical details

Signatures

michaelw@specintgroup.com
4/9/18, 2:47:29 PM MDT

Fingerprint
fa0f0fa7042c8350208fd2312e2edb74f76f847a

mount@m5-consulting.com
4/12/18, 5:02:43 AM MDT

Fingerprint
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Event log

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Summary

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