



Peninsula Web Design

www.peninsulawebdesign.com

Website Project Proposal

For: Mogren, Glessner, Roti & Ahrens, P.S.,
Peter Mogren, Managing Partner

By: Susan Shoemaker, Project Manager

Date: December 18, 2014

Contact: 360-461-9571
515 N. Knapman Avenue, Sequim, WA 98382

Proposal Good through 1/2/15
Discount of 5% for Early Contract Agreement
by 12/23/14

Client Needs

Mogren, Glessner, Roti & Ahrens, P.S., a Renton Washington based law firm currently has a website which was designed in-house using Microsoft FrontPage and is now outdated in appearance, limited in capabilities, fails to take advantage of easier to use current technologies, and presents difficulties in maintenance and scalability. They desire to have a new Content Management System that will:

1. Update/upgrade (by replacement) the underlying website platform to a now current, easier to use and maintain Content Management System (CMS),
2. Update the website frontend user experience to a more modern and professional appearance,
3. Minimize adverse impact of change on existing Search Engine page rankings
4. Migrate content from existing website to new version while maintaining use of existing domain (mgrlaw.com) and web-hosting, and,
5. Maintain (where possible) continuity of existing page hyperlink address URLs and/or provide redirects to new or replacement pages on new website.

A high impact website is necessary to reach new clients, service existing clients, and effectively communicate the firm's credentials, qualifications, and practice area capabilities. The website must also provide a point of connection with clients for communication and offer basic resource information.

Mogren, Glessner, Roti & Ahrens, P.S. requires a site that:

- Provides a modern, clean looking web presence reflecting the brand of a **Professional Law Firm**
- Adjusts in a **Responsive** manner to the device viewport size used by viewer, on **all major browser types on the most recent versions**
- Increases and converts visitors to clients of the firm
- Introduces the lawyers of the firm in a current (modern) presentation
- Offers relevant information as a resource
- Gives current and potential clients multiple means to contact the firm
- Color preference for website theme is "Blue"

Also required is a Content Management System that will allow Mogren, Glessner, Roti & Ahrens, P.S. in-house staff to easily manage site content into the future.

Solution

Peninsula Web Design recommends the development of a completely original site, published on the current domain of **www.mgrlaw.com**, built from the ground up. A strong emphasis will be placed on attracting new clients through clean and visually engaging elements reflecting the brand of a **Professional Law Firm**.

This site will include general, informational, and contact pages, using WordPress Content Management System which allows the system administrator or authorized users to manage the site content. **PWD** will use current content to populate the new website. **PWD** will utilize the existing web-hosting environment.

Solution – In-Scope (Inclusions)

- Responsive theme, viewable for most conventional screen sizes on supported web-enabled devices
- Creation of text-based logo and browser tab Favicon
- Link to current Blog site
- Primary Content Pages
 - **Home**—links to resources: Community Resources, Wills and Probate, Personal Injury, Criminal Law, Adoption Help, and Family Law. Contact button, Location info, Contact info, and Testimonials in a slider
 - **Practice Areas**—with sub pages for Family Law, Criminal Law, Personal Injury, Adoption, Wills and Probate, and Community Resources (content provided by Mogren, Glessner, Roti & Ahrens, P.S.)
 - **Lawyers**—summary of group and Sidebar scrolling individual short profiles, each linked to a page for complete feature profile (content details provided by Mogren, Glessner, Roti & Ahrens, P.S.)
 - **Courthouse Info**—basic info and map location (content provided by Mogren, Glessner, Roti & Ahrens, P.S.)
 - **About**—general info with Sidebar scrolling slideshow of office photos with captions (content provided by Mogren, Glessner, Roti & Ahrens, P.S.)
 - **Contact**—info about Initial Consultation, Contact info, Contact Form for email, Sidebar of Maps and Directions
 - **Header** on all pages with law firm name and phone, Footer on all pages with disclaimer
- ALL additional site pages currently referenced in existing sites Site Map
- Updated internal and external hyperlinks as necessary
- Licensed selected WordPress Theme
- Website color scheme selection based on capabilities of selected WordPress theme
- Website Site Map
- Website pages are Search Engine Optimization (SEO) ready
- Full website page-based 301 redirects to ensure that bookmarked site URLs function without a 404 page not found error

Solution – Out-of-Scope (Exclusions)

- Creation of Text Content (all content to be provided by Mogren, Glessner, Roti & Ahrens, P.S)
- Photography (all images to be provided by Mogren, Glessner, Roti & Ahrens, P.S, or **PWD** will purchase stock images, billed at cost)
- Custom Icons (PWD will purchase icons as required and purchase(s) will be billed at cost to client)
- Custom Graphics, Design or Artwork
- Video or Motion Graphic authoring or site integration
- Custom Forms (other than basic Contact Form)
- Changes, custom integration and/or migration of existing Blog site (other than site links from mgrlaw.com to blog site)
- Custom CSS necessary to modify color scheme of selected WordPress theme (custom CSS changes necessary to modify color scheme at an additional fixed cost of \$500)
- Page customization or configuration for Search Engine Optimization (SEO) or Search Engine Marketing (SEM)

Addition In-Scope Items

Site Archiving for Reference. The client has indicated that they wish to have the current site archived but available for reference on a separate domain (other than the primary domain of mgrlaw.com). This will require the creation of a sub-domain on mgrlaw.com and migration of the existing site to that domain. The foregoing to remain on the existing web-hosting environment provided by XO Communications. As this activity is heavily dependent on XO Communications Support and their administrative tools, a fixed price cannot be quoted. **Peninsula Web Design** will include this activity in the proposal, but will track and bill tasks supporting this activity at an hourly rate of \$75 per hour to be paid upon completion. Further, any costs or charges by XO Communication in support of this activity will be billed to and paid by the client.

Fee Summary

Service Item	Cost
Website Design & Development – New Website	\$ 4500
Stock images or graphics (at PWD cost), actual cost tbd based on creative and functional site needs, estimated \$50-\$200	Est. \$200
WordPress Plug-ins for added functionality, (at PWD cost), actual cost tbd based on creative and functional site needs, estimated \$50-\$200	Est. \$200
Total	Est. \$4900
Early Signing Discount 5%, Good through 12/23/14	(\$225)
*Actual cost will be impacted by date of signing and selection of plug-ins, stock images, and icons, free options to be strongly emphasized, paid options chosen upon functionality.	*\$4275
Hourly Billing Items (Additional to Above Price Quotes): <ul style="list-style-type: none"> Site Archiving – Subdomain creating and site transfer on XO Communication Web-Hosting Environment Training (Optional) – Remote: Provided via teleconference utilizing Skype or Google Hangouts 	\$75/Hour
Optional Items <ul style="list-style-type: none"> Custom CSS to Modify unsupported theme-based color scheme - \$500 fixed price 	

Note: This fee summary is based on work performed on a fixed cost basis (with the exception of the Hourly Billing Items). Should the scope of the project change after acceptance of terms and pricing, we will provide a detailed scope change to define additional work and associated costs.

Fee Schedule

50% of total project fee, **\$2,250** (minus 5% if Early Signing Discount applicable), is due upon contract acceptance, with remainder of **\$2,250** (minus 5% if Early Signing Discount applicable) due upon project acceptance, prior to site Go Live within 24-48 hours.

Upon completion of this project any additional work will be billed at a rate of \$75/hr

Next Steps

To proceed with this project, Mogren, Glessner, Roti & Ahrens, P.S. may take the following steps:

1. Accept the proposal as is or discuss desired changes. Please note that changes to the scope of the project can be made at any time (at the mutual agreement of both parties), but additional charges may apply and may impact delivery date.
2. Finalize and sign contract.
3. Designate a single point of contact person for Mogren, Glessner, Roti & Ahrens P.S., who is the authorized decision-maker and person responsible for Final Acceptance upon project completion.
4. Submit initial payment of 50% of total project fee.

Once these steps have been completed we will begin the project with a kick-off meeting to introduce relevant personnel and begin preliminary project activities.

Acceptance of Proposal _____ Date _____

Primary Contact is: _____

Disclaimer Regarding SEO/SEM

Major website upgrades or migrations often involve substantial changes to the site permalinks and related structures. These changes often negatively impact search engine page rankings. It is difficult, if not impossible to predict or quantify this impact. Although Peninsula Web Design has included in-scope activities that will attempt to minimize any adverse impact, Peninsula Web Design does not represent or warrant that there will be no adverse impact or how significant that may be. Further, Peninsula Web Design will ensure that the site is *capable* of being optimized for search engine, but will not perform more than the most basic activities of configuration for this activity. Mogren, Glessner, Roti & Ahrens, P.S., will need to plan and manage these activities or secure SEO/SEM services from a third-party.

PWD Maintenance Plan—Only available upon project acceptance

Two (2) hours per month of web support for \$100 (\$50/hr), 12 month contract required—Priority help for any website issue, including content edit and updates, user education, additional support at priority rate of \$60/hr. First two months payment due upon project acceptance.