



# WEB DESIGN SERVICES

**PREPARED BY:**

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We currently offer multiple solutions to get your company online ranging in size and style to fulfill various marketing needs. For the ease of future use, we deploy a full **Content Management System (CMS)**, which may be used for a simple blog or a large e-commerce store with thousands of products. This gives an engine for your web site, with up to thousands of plug-ins at your disposal, that is quite powerful but still easy to operate.

There are many different platforms out there to create web sites. We currently employ a different CMS depending on the size and future of the project. **The Indexhibit CMS** - a smaller, more display oriented CMS that makes updating content a breeze. The **WordPress CMS** - able to create content rich, custom theme, secure, multi-user, and blog-like ease for creating and updating content. The **Drupal CMS** - the award winning, very powerful CMS that has the ability to take on any task from thousands of products to thousands of users in a secure, and expandable environment.

[http://en.wikipedia.org/wiki/Content\\_Management\\_System](http://en.wikipedia.org/wiki/Content_Management_System)

## WORDPRESS

The **WordPress** Content Management System (**WP**) engine will allow staff to easily update and create content on the web site. This will in turn create higher ranking in Search Engine Optimization (**SEO**), new users and potential clients by delivering new and fresh content, allow web site tracking to learn what visitors are most interested in reading on the web site, and create easier navigation and sociability to provide the visitor with the quickest route to the content they are searching for.

WordPress was originally created as a blogging platform. Because of this it is very easy to make updates, add content, change the overall theme, add plug-ins, and manage the web site. With various plug-ins to control user management, create forums, add social linking buttons, create extensive forms, automated database backup, and sell products amongst a plethora of other options.

WordPress allows for easy integration of rich media like video, audio, or Flash animation. It is **PHP** driven and **open-source**, which means it is free but can be customized with more advanced features, additional applications, and allows for custom themes. WordPress has a vast community with tens of thousands that constantly update plug-ins, the WordPress core, and can assist with any troubleshooting that may arise.

WordPress is MySQL Database driven and stores all of the content and settings safely in a database that is on the same host as the web site. This gives the ability to change themes, make updates, and relocate the web site without issue.

This solution is for small, medium or large web sites that are content rich. WordPress offers many solutions for every type of project and may grow as quickly as the web site needs to.

<http://en.wikipedia.org/wiki/wordpress>

The **Drupal CMS** engine is one of the most powerful on the market. Fortune 500 companies across the globe use this platform with ease and security.

Drupal is easy to update and create content on the web site. This will in turn create higher ranking in Search Engine Optimization (**SEO**), engage old clients and new customers by delivering new and fresh content, allow web site tracking to learn what visitors are most interested in reading on the web site, and create easier navigation and search ability to provide the visitor with the quickest route to the content they are searching for.

Individual user accounts with custom permissions for clients will increase the return visits to the web site and allow easier access to data that is specific to their needs. Individual accounts will make the delivery of important data and documents to customers seamless through the web site.

Drupal has a plethora of modules at its disposal. Anything from a full online store with security to full community style web sites with profiles, forums, on-line chat, and much more. Drupal is the ultimate solution for larger web sites that need room to grow with the pace of the company.

Drupal allows for easy integration of rich media like video, audio, or Flash animation. It is **PHP** driven and **open-source**. It can be customized with more advanced features, additional applications, and allows for custom themes. Drupal has been voted the number one open-source CMS multiple times and has a vast community of thousands that can assist or be hired on a project basis for custom module development.

In addition, Drupal allows for further expansion in the future which includes new content types, new modules (plug-ins / web applications) which allow for new features, additional sections, and even the ability to change the entire look and feel of the web site without losing any of the current content.

Please take a moment to review the Wikipedia page on Drupal as it has a list of pros and cons, as well as, a short list of some major web sites that use it.

<http://en.wikipedia.org/wiki/Drupal>

### *INDEXHIBIT AND HTML/CSS WEB SITES*

www.nellielouslagle.com  
www.livegamer.com/gdc  
www.malialazu.com  
www.mr-ewokone.com

### *WORDPRESS WEB SITES*

www.stylesegment.com  
www.eatsleppaint.com

### *DRUPAL WEB SITES*

www.rhymecal.com  
www.northsidetenants.org  
www.artdimensionspittsburgh.com

## STAGE 1

The first stage of the web design process is to get hosting (web space / storage), upload the CMS core to the host, set up a MySQL Database, install various plug-ins to assist with SEO, contact forms, database backup, login protection, and SPAM prevention. We may also set up e-mail accounts, create drop boxes online, and demonstrate how to upload / download files from the host at this time, as well.

- Setup hosting account ( [www.hostmonster.com/track/82concepts](http://www.hostmonster.com/track/82concepts) )
- Upload WP core to web site
- Setup MySQL database to correlate with CMS
- Install theme and plug-ins
- (Optional) Add fake content to simulate how the site will operate
- Upon completion: The web site core, database, and the basic theme will be online and functioning.

## STAGE 2

It is imperative that the client provide all of the content that will be on the web site by this time. The web site shell, plug-ins and theme can be installed but the completion of the web site is fully dependent upon the content.

- Organize categories on the web site based on client's content - this will be discussed further with the client to design a category list / site map that we will use as a guideline for the entire web site
- Create the menus, footer, re-style any part of the theme that is necessary, discover if any additional plug-ins are needed for the web site and install them
- Add text, images, videos, and other content to various sections of the web site. This includes importing all of the data from the current web site
- Setup user management as necessary
- Upon completion: All content provided will be added and themed, the admin section will be themed for easier use by staff, and the web site's overall look, feel, and usability will be complete.

## STAGE 3

Any remaining content will be added to the site, the web site will be reviewed extensively to find any errors or corrections, cross platform browser capabilities will be tested, and once the web site is approved and completed a CD, jump drive, or Zipped file stored online will be delivered with all of the web site materials and a copy of the current database for backup purposes.

- All content (texts, images, and video) is finalized and approved
- Web site is combed through for corrections, errors, and any additional content that had not been added prior
- Final cross platform testing for compatibility on Mac and PC web browsers - Including Internet Explorer 7+, Safari on Mac and PC, Google Chrome, and Firefox
- Web site is completed and approved
- A CD / jump drive / Zip file of web site designs, the WordPress CMS and plug-ins added, and a backup of the final database will be delivered upon final approval

## STAGE 4

Before the web site is launched we will have a one to two hour training meeting to go over how to add content, update current content, add users, change user permissions, how to add categories / tags for further organization, how to use the various plug-ins on the web site to their full potential, and any other questions pertaining to the web site and the work completed. How to's of these functions will also be provided as a reference.

We may also go over any ideas for expansion, changes that need to be made to the web site that have not been discussed, and any new ideas that have come up from review or customer feedback after the launching of the web site.

We also make updates to the CMS core and plug-ins on the web site periodically as needed at no cost if the time to complete is less than 30 minutes. Most updates take less than 5 minutes and do not effect the site's content in any way.

## TASKS

### SAMPLE PROJECT DEVELOPMENT

#### WORDPRESS CMS

- **Set up hosting.** Once established then creating a MySQL Database.
- **Install WordPress, Plug-ins, and theme.** This Content Management System (CMS) allows for a user to add and edit content of a web site without any knowledge of HTML, CSS, or PHP all from within their web browser. Because of the large community, forum support, and award winning programming, we use **WordPress**. Below are two links that go into much greater detail of both a CMS and WordPress.
- [http://en.wikipedia.org/wiki/Content\\_Management\\_System](http://en.wikipedia.org/wiki/Content_Management_System)
- <http://en.wikipedia.org/wiki/wordpress>
- WordPress is the engine for the web site that provides core functions as well as allows various web applications (or plug-ins) to be installed to allow for further organization, functions (video, forums, contact forms, image galleries, user role management, etc.) and customizing of the web site. Once the web site is completed staff may use the web site's admin functions (adding content, editing content, etc) by logging into the web site through their web browser.
- This includes synchronizing the **MySQL database** with WordPress, the theme installation and any necessary custom styling that is needed, installing plug-ins (a list of plug-ins may be provided upon request or viewed within the web site's Admin menu), and organizing the web site to easily update and add content.
- During this process an open line of communication will be kept with the client to ensure the web site design, organization, content placement, user experience, colors / layout, and functionality all work to the client's satisfaction.
- All comments, questions, deadlines, progress markers, etc should be made through our Project Management web site (**WorkEtc**):  
<http://82concepts.worketc.com>

Our fee summary is based on work performed on an estimated cost basis. 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.

The cost of outside, third-party vendors, such as illustrators, theme purchases, or stock photography are to be determined and not included in the above budget. These will be agreed upon with the client before any purchases are made.

On acceptance and signing of a provided contract, the project will be invoiced by the stages explained above.

- **Stage 1 payment of 30%** of the total payment due prior to beginning work and web site setup. This payment is non-refundable.
- **Stage 2 (a) payment of 20%** of the total payment due prior to beginning Stage 2.
- **Stage 2 (b) payment of 20%** of the total payment due upon completion of Stage 2.
- **Stage 3 payment of 30%** of the total payment due after completion of Stage 3 and the CD, jump drive or Zip file of the web site files, database backup, and WordPress theme is delivered.

We understand that Stage 1 and Stage 2(a) payments are quite close together (sometimes completion of Stage 1 is less than a week). This is a normal practice for design agencies to have 50% of the payment up front from the client. We like to show that the work has already been started to build the bond of trust before a large sum of the payment is made. This ensures the dedication to the project by both parties. We are dedicated from the moment any agreement is made between us and our clients, be it for money or another form of trade or payment.

*CONCLUSION*

We would like to get started on your project as soon as possible to ensure deadlines are met, social media networking begins, and your company has the best representation on the web!

All web site communications, how to's, file transfers (unless otherwise noted), stage completion and questions should be directed through our Project Management web site - <http://82concepts.worketc.com>

Thank you for your time! If you have any questions or concerns, please do not hesitate to contact us.

We look forward to working with you to create a cutting edge web site that will impress your clients, competition, and staff.

*ABOUT US*

**82 Concepts** is a multi-faceted design studio in Pittsburgh, Pennsylvania specializing in web and print design. We follow all web standards using XHTML, CSS, PHP driven Content Management Systems (CMS), Flash animation, and ground level Search Engine Optimization (SEO).

Though we have national clients, we live and thrive in Pittsburgh. We also understand a multitude of fields ranging from the local startup business or non-profit organization to international corporations. Our goal is to not only satisfy our customer and their needs but to be proud of the work we produce.

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*SINCERELY,*



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