



City of Covington
Website Proposal
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Prepared by:
Elizabeth Stokes
Steve Stokes
&
Jaime Cadle
Matt Bodie

Our Approach

When you choose to partner with Syk Digital, you are working with a local, premiere digital and web development agency. Every project we take on is built by our team of elite designers and developers. Each client we service is unique and deserves custom solutions, so our websites are built without any premade themes or templates. They are thoroughly planned and highly branded, with an entirely custom front-end, and the ability to build endless back-end functionalities. As a result, your new site will be equipped to grow with you as the City of Covington grows.

Overview / Scope

The City of Covington is seeking out web developers to create a new, more modern and sophisticated site that meets the needs of its' citizens, employees/departments, businesses and tourists. The site must be beautifully designed and highly functional.

This proposal outlines Syk Digital's understanding of the fundamental needs of the City of Covington's new website development.

Syk Digital is proposing a fully custom website developed on the WordPress platform. The design and development of the site on this platform will ensure dynamic content that can be easily updated and will have optimum end-user experience (UX), and user interface, making communication to its' citizens accurate and in real time.

Development Objectives Include:

- Updating the navigation and site architecture so that it properly communicates information, news and events your citizens might seek
- Upgrading functionalities and incorporate current web development techniques for a modern user experience
- Developing and building the site to current web standards so that it is responsive, programmed for performance and search engine optimization, across mobile, tablet and desktop platforms
- Customizing and programing a user-friendly backend system for simple in-house site maintenance that will allow non-technical users (who have been granted permission, users restrictions will be set to draft only, publishing done by Quinten) to easily access the site and update content as needed

- Departments will be assigned admin user rights, only Tech Department will be able to publish, and they will be notified when someone adds a page to drafts/preview
- Build the site for scalable expansion in the future, allowing Client to update the site easily and add / remove pages / content as needed
- Videos will be embedded with You Tube (typically free hosting) or Vimeo (free up to a certain number of Gigs)
- Design and function of a crawl for the Emergency/notification will be on the home page for users to see (Alert bar / push down box that will turn on / off to allow special announcements / urgent notifications to be displayed at the top of the site, for situations like weather events, notifications, big announcements, etc.)
- Syk Digital/FTP server recommendations, support and integration, as needed and included within the proposal

The Site Will Become an Asset for The Purposes Of:

- Defining and strengthening Covington's identity online so that it is cohesive and visually reflective of the city's qualities
- Informing prospective and current citizens about a variety of services that can be completed easily online
- Showcasing the growing city and its' benefits and values
- Connecting citizens to e-mail and social media campaigns
- Sharing valuable news and articles
- Providing a backdrop for the city's historical and cultural significance to promote tourism
- Communicating the Mayors messages, ideals, and values
- Describing your departments, their experience, philosophies, and purposes
- Generating positive community awareness
- Promoting community involvement
- Alerting citizens of events and community activities via a crawl

Custom theme

- Subtle visual / special effects integrated in with CSS3 and Javascript, to enhance the overall user experience; such as parallax, animations, playful hover styles on images / links, or page loading effects
- Static navigation, if needed
- Dropdown / Megamenu navigations where needed
- Search bar, outputting styled results (please note, limitations may apply if integrating external API's)
- Multiple page layouts to accommodate varying content requirements
- Custom address bar favicon based off logo / website design, if needed
- Branded 404 error page with links to key pages / search box, if needed

Robust Reporting

By implementing Google Analytics Syk Digital will provide you with the most thorough view of who is visiting your site and their on-site habits. Syk Digital will report the information in a format that is easy to understand on a quarterly basis.

Email Marketing and Social Media

- Email signup form connecting to the city's email campaign database
- Social media links to associated sites
- Integrated social media feeds if desired

Projects for Future Consideration/Estimates-Not included in the proposal

The City of Covington has an option to include the following:

- Digital forms for applications / permits for the purposes of modernizing / expediting processes involved in government business
- Development of payment gateways for applications / permits to further modernize / expedite business processes
- Consulting with departments for the purpose of discovering functionality that can improve their internal processes and developing individual website solutions for each
- Integration of a photo gallery style to be used throughout site, built to specifics that will work for repeated needs
- Event calendar
- Team/Employee pages
- Data tables such as staff directories
- **Indeed Feed-If HR wants this now, I am sure we can include this now.**
- Drone/video footage/Photography
 - Creation of a silent video to loop on the homepage / hero space. We will make two trips within Covington, each about one to two hours, to capture video footage from a drone covering a variety of activities. This will allow us to build a repository of footage which depicts the interactions and culture of the City of Covington.
- PDF Filler forms/onboarding-Estimate more complicated forms such as employment forms or permit applications. This estimate will be for two types of forms, plus onboarding with staff to create forms in-house.

NOTE: Should you choose to estimate for digitizing applications, the discovery phase will also include:

- *Gathering all current forms/permits/applications in need of programming*
- *Setting up payment gateways and determining proper financial routing for payments*

The Development Process

Discovery Phase

This process will consist of a kick-off meeting to discuss:

- Gathering all available media (images, videos, documents, etc) and determining their usability and application on the new site
- Developing a new site map for the purpose of navigation and improved user experience (UX)
- Collaborating with the client to find the ideal balance for presenting content methodically so the site is easy to navigate, effectively informative, and aesthetically pleasing to promote traffic to the site and reduce bounce rate
- Evaluating current content and determining the usability on the new site
- Determining the deficit of content needed to build out a new site
- Discovering methods for attaining / creating content (copywriting, photography are additional charges)

DEVELOPMENT PHASE

We will begin with a homepage design that is fully developed and will determine the look, feel, and branding of the entire site. This page will be presented for review. Once the look and branding is edited / approved we will continue building out the necessary interior pages to bring the site to completion, as well as, any basic contact forms and other functionality discovered in this process. We will build your custom-designed website without using pre-bought templates; it will be hand-coded using HTML, CSS, JavaScript and PHP written to meet current web standards, and will be built out in a local development environment. Your current site will remain live while the new site is under development.

Once the site is populated to our professional standards, it will be made live on a development site for your review. Your feedback will be incorporated into the design and a final review phase will commence.

CONTENT MANAGEMENT SYSTEM: WordPress

We will build your website with WordPress, a CMS (Content Management System) for remote client-side edits from any computer. It is the most accessible and widely used CMS in the world (over 50% of global market share). We will customize the backend to allow you to easily edit written content, photos, service areas, news / projects, graphics, etc. It will, however, prevent you from accidentally editing areas that should remain intact, such as backgrounds, colors, or fixed headers and footers.

We will export your current WordPress database & content, and subsequent import of content to development site. This is the best practice in this case, is to retain page structure (this is

better for SEO, considering that the current site structure is well-done), as well as to save time from creating and linking 60+ pages then redirecting existing / old links. Note: new page structures will be completely different, using the new custom theme created by us.

CONTENT INSERTION

Website development includes initial, one-time content insertion to your development site, creating formatting for growing content that is editable by the Client. Once written content, photography, and artwork is delivered to us for insertion or approved in copywriting, we will insert and style it. Any revisions to the content including typographical / grammatical error correction, reorganization, or replacement of content (written or graphic) will be considered changes, and not within scope, however Client will be able and given access to make these changes directly.

PROGRAMMING + SEARCH ENGINE OPTIMIZATION

Your website will be built to current web standards to achieve optimal organically driven search engine results, using:

- Clean HTML markup that is free from excessive tags; following best practices with HTML / CSS / JS / PHP
- Responsive markup for scalability across devices, and to facilitate one canonical content source for all devices
- Preventative security measures against outside site attack
- Web font styling for SEO-conscious improved look and branding (e.g. Google Fonts, Typekit, etc.)
- Installation of Google Analytics for tracking visitors, sourcing leads, etc.; can be set up with user-provided existing account information or we can create a new account for you
- Site map setup for search engine indexing
- URL and site map submission to Google for site indexing
- SEO-conscious URL slug naming
- Image / video alternate text entered
- Standardized metadata for page / post titles, title tags, and meta descriptions
- Consulting for proper / ideal use of Header (H1) tags (one per page)

URL REWRITING

URL rewriting is an action we take to redirect search engines from old URLs of existing content on your old site, to new pages on the new website. This is a best and very important practice to direct users to new pages through search results. If it is not executed, search engines lose the indexing of pages that they used to direct content to, causing broken links, lost pages, user frustration and search engine penalization.

(We have included URL rewriting for all main indexed pages and subpages, however there are hundreds of pages on the current site. We will reroute buried pages and posts to generic landing pages so users do not get lost when coming across old links that may be indexed or saved. If it is important to reroute these individually, and this can be administered by Syk Digital for an additional fee, or internally by Client's IT's department.)

PLUGINS

Your site will be custom-built, however there are several plugins that could be used to help your site look and perform its best. Two of the plugins we use help us to build more beautiful content and categorization on your site that you can manage easily. These are Advanced Custom Fields Pro (commercial license) and Custom Post Types UI; if you uninstall or deactivate either of these, it will break the content / structure of your site. If your site is a redesign from a former site, Redirection will be installed to handle URL redirects and also should not be removed. We will also install and use iThemes Security, Sucuri, Smush and Yoast SEO for security, image compression and SEO. This is not an exhaustive list; based on project requirements, additional plugins may be installed, or custom plugins written, in order to achieve your site's design and development objectives.

QUALITY ASSURANCE PHASE

This process will consist of:

- Testing all aspects of the site for any errors
- Cross-browser compatibility to ensure a proper user experience
- Mobile responsiveness testing to guarantee adaptiveness to various devices
- Search engine optimization (keywording and metadata)

MOBILE RESPONSIVENESS

It's well-known that the web is trending away from desktops and laptops and moving quickly into a more mobile/tablet-oriented world. Google site indexing now awards those whose sites are responsive, by making their site more easily searchable. It is suggested to redesign the websites using the best-practices of responsive and mobile design to guarantee longevity with these emerging trends.

CROSS-BROWSER TESTING

Our standard cross-browser testing includes current versions of a number of web browsers, however we do not include standard testing in browsers that command less than 2% of the market share. At this time, common browsers we will test for include Chrome, Firefox, Safari, Microsoft Edge, and Internet Explorer 11, on desktop, mobile and tablets. Note: this does not include IE 8/9/10 or other outdated browsers; browser usage changes monthly and will be assessed at time of deployment using national / worldwide browser usage data provided by <http://gs.statcounter.com>.

AMERICANS WITH DISABILITIES ACT COMPLIANCE

Client acknowledges that this proposal does not cover ADA compliance. However, becoming ADA compliant would open your business to more potential clients and limits liability. If Client would like to ensure the proper steps are taken for ADA compliance, notice must be given before signing the contract along with an itemized list of requirements to fulfill during the website build out, which may increase the final cost dependent on client's requirements.

Your Live Site

Website Deployment

Your website will be migrated and deployed on the WP Engine hosting. Further testing will commence after launch to ensure a successful deployment. Deploying a website is generally a half-day to a full-day process. As such, we will initiate the process of your launch from our office between the business hours of 9:00 am – 12:00 pm, Monday through Thursday. This is to ensure that employees are not working past business hours to monitor your website post-launch. Deployment should be scheduled in advance; we request 3 business days-notice. Additionally, sending website revisions the day of a scheduled launch can compromise the ability to deploy in a timely manner. We require login access to the hosting account in order to complete deployment. If you or your IT firm prefer to deploy the website due to security restrictions, we can provide the necessary files and hand off the process, however we are unable to assist with deployment off-site.

Domains, Hosting + Email

To deploy your site, we need: access to domain information (registrar, user, password) and access to hosting account (hosting company, user, password; Linux server required). It is suggested to use WP Engine (plans typically starting at \$36/mo). Domain, Hosting and Email purchase / configuration / setup / transfers are not included.

Site updates / Disclaimer

Every website, theme, and plugin that we build is written and tested locally on our servers before being installed on a live site, so that we can test and verify the integrity of our work and the work of third-party plugins to be in good working condition. Even when we make updates or upgrades to the site, these are applied and tested in the same manner. If you (or someone else outside of Syk Digital) installs plugins to the live site or changes settings in the theme / plugins that we have installed, we cannot guarantee the working condition of your site. We are happy to troubleshoot and resolve any potential issues that would arise, but those actions are not included with the price of the website and will result in additional fees, determined on a case-by-case basis.

Training

2-3 hours of in-person or phone training is included in our fee, which will provide the necessary tools to non-technical personnel who have been granted access to manage your site, including but not limited to updating content, pages, images, etc. Additional WordPress in-person or phone training is also available, to be billed hourly, if needed.

Timeline

Assuming all requests, requirements, and deliverables are met by the client in a timely fashion you should expect completion of your site within 8 weeks.

Development Costs

Custom WordPress Website Development			\$19,900
Additions to the Site (Custom Estimates Based on Client Needs)			\$135 per hr
Miscellaneous fees such as monthly hosting, new content, polishing copywriting submitted by the client and asset creation such as photography or video production is not included and if needed will be estimated at client's request.			TBD
Video Hosting is not included,			TBD
Yoast Plugin Free Version is Included for SEO.			\$0
SSL (Secure Sockets Layer) Recommended for SEO, helps users information remain secure			TBD
GDPR is a recommendation if collecting emails from citizens, due to new, global privacy laws.			TBD

Ongoing Costs - \$350 per quarter

A basic maintenance plan is required to ensure that the core structure of the site is updated and free from corruption. The core WordPress files and plugins will be updated as needed. Regular security scans of the site will also prevent incidences of malware or hacking. Corrective action will be taken if any corruptions are discovered.

Contract Timeline & Payment Schedule

Phase	Timeline Estimate	Payment
1. Discovery / Deposit	Thursday Feb 6, 9a	\$4,957 Due upon Start PAID IN FULL
2. Design & Development: Home Page	Feb 6-23, 2 weeks	\$4,975 Due Feb 17, 2020 PAID IN FULL
3. Design & Development: Interior Pages	Feb 24-May 10	\$4,975, Due April 10, 2020
4. Launch: QA, Deployment	May 10-31	\$4,975 Due by May 15, 2020

The discovery phase will take place with your Syk team, and any members you would like present. The objective is to learn more about site requirements and expectations from the client's perspective, determine site objectives, content url rewrites and discussion of design and functionality. The insights from the discovery session will enable us to move to the design and development phase with more clarity.

After discovery, we move to design & development of the home page then move to approvals and edits. After this is finalized, we move to designing and developing the interior pages. It is important to note that once in the development phase, it is difficult to make any design changes. Throughout the design and development phase we will remain in close contact with the client to ensure all work is aligned with client objectives. Client will be presented with a staging site for final edits and approvals. Once fully approved Syk will launch the site.

Contract Terms

Syk Digital requires written authorization before work can begin. This proposal for the City of Covington is accepted by the undersigned representative and approved for implementation by Syk Digital. In return, Syk Digital will proceed to implement this proposal based on the timeline above and with the agreement that the City of Covington accepts financial responsibility for the amount quoted. Syk Digital will bill for this project based on the terms within the proposal, stated above.

This new contract supersedes the previous contract dated February 5, 2020.

Authorized Signature

Mayor, Mark Johnson

Steve Stokes, Syk Digital, Owner

Amended Date: March 18, 2020

Thank You!