



HeartGift web design consultation proposal prepared by Goboto

Proposal Number: HEARTGIFT-1a

Prepared for: HeartGift

Prepared by: Goboto

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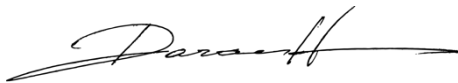
INTRODUCTION

On behalf of the entire team here at Goboto, I want to thank you for the opportunity to earn your business and we appreciate being able to put this proposal in front of you today. Below you'll find details regarding the functionality of your future website, our web design process, and project pricing.

At Goboto, we believe in standing out. We stand out as a web design company by insisting on pushing the boundaries of website performance, and by delivering work of the highest quality on-time and on-budget. We are creators, we are drivers, we are by the numbers. Our sites are built to grow your business, drive your web presence, and elevate your brand above the online clutter.

There are no second chances at a first impression and with a website that has aesthetic visuals and smooth technology your customers will take notice. We want you to rise above your competitors and stand out among the online crowd. After all, our clients' satisfaction is what keeps our doors open, and helping you stand out is the best way to make sure you're completely satisfied.

Thanks again for the opportunity and I look forward to working for you!

A handwritten signature in black ink, appearing to read 'Daran Herrman', with a long horizontal flourish extending to the right.

Daran Herrman

Director of Online Marketing

HEARTGIFT'S NEW WEBSITE

After reviewing your RFP we've developed a vision for your new website that will greatly improve your overall branding, tell your story and increase online contributions through eye catching visuals, simple navigation and seamless integration with your donation platform. Storytelling through the use of photography enhances the user experience and therefore we have included a professional photography session in this proposal.

There are a few key features that we'll build into your site:

- 100% Responsive, Mobile Friendly Design
- Seamless Integration with your Financial/Donor System
- Increase Conversion Rate of Online Donations
- Built-In Translator & Multilingual ready
- Referral System & Affiliate Marketing Ready
- Optimized for Speed
- Blog Functionality and Templates
- Drag and Drop Page Builder on Backend for Ease of Updating Website
- Training and Instructional Videos on Updating Website
- SEO Optimized

OUR DEVELOPMENT PROCESS

We take a structured approach to web design. Our development process was created to ensure every project is delivered on-time and on-budget. Once your web design project kicks off here's what to expect:

Initial Planning

The first order of business is to meet with your team to understand HeartGift's needs and create a detailed set of design and technical specifications. These specifications serve as a roadmap for the rest of the web design process. We then plan out the architecture of the site including navigation, new functionality and design.

Wireframing / Examples

Wireframes and examples give an initial visual representation of the site's overall layout and design.

Mockups

This is the phase that your website starts to come to life. The backend of the website and new theme are installed. We add color and detail to the wireframes, giving a stronger visual representation of the final product.

Development

We finalize the site's copy, graphics and setting up your website's analytics and get to work performing SEO and competitive research. The bulk of the website development is during this phase.

Testing

Your website is in its final stage. Our Quality Assurance team will get to work testing the site's performance and reliability. We'll use various tools to benchmark the site for loading, responsiveness, and speed, while also ensuring that it works reliably and seamlessly on all web browsers and mobile devices.

Training & Deployment

HeartGift's employees will be trained on how to do basic updates to the website. Goboto will create training videos on how to update pages, create blog posts, editing text and uploading images among other tasks.

Launch

The final website being fully designed, functional and will go live.

TECHNICAL VOLUME

I. Usability and Accessibility Standards

The site will be built according to W3C/WCAG 2.0 AA web standards using clean and semantic markup. The website will be fully responsive with a design that adapts to the screen size of the visitors device. The site will also be retina ready for devices with retina or other high-resolutions. Any slideshows for are also touch enabled and hardware accelerated, which means they work seamless on mobile device like an ipad or iphone. It will be cross-browser compatible (FireFox, Safari, Chrome, IE8, IE9, IE10, IE11.) The site will be able to be translated in any language or multiple languages including RTL functionality (right to left reading.) For users that cannot use a mouse, including many older users with limited fine motor control, the site will provide full functionality via a keyboard. All images will have effective 'alternative text' for users that cannot see and use a screen reader that reads aloud the information on a page, including the alt text for the visual image. The site is fundamentally designed to work for all people, whatever their hardware, software, language, culture, location, or physical or mental ability.

II. Technology Information and Specifications

The site will be built on the content management system Wordpress, which is based on PHP and MySQL. Wordpress has a robust plug-in architecture and the use/creation of plug-ins will be based off the 'Initial Planning' phase of our web development process. The site will also be built on HTML5 and CSS3 with jQuery enhancements.

PRICING

Multiple Page Website
\$ 9499
ONE TIME
✓ Mobile Optimized Website Design
✓ SSL Website Security
✓ Google Analytics Reporting
✓ Website SEO Optimization
✓ On-site & Video Training
✓ Integration with Donation Software
✓ Professional Photography Session

Web Design & Ecommerce Portfolio

We've developed sites from a range of companies at every stage of development from top non-profit organizations to the Fortune 500.

- <https://bcrc.org/>
- <https://seedlingmentors.org/>
- <https://www.nopainnochampagne.com/>
- <https://info.globalresale.com/>
- <https://www.lillalane.com/>
- <http://vaultspace.com/>
- <http://seelyproperties.com/>
- <http://arrowdirect.com/>
- <https://globalresale.com/>
- <https://fayettecountyems.org/>
- <http://catrac.org/>
- <https://nuenergystorage.com/>
- <http://www.used-pcs.com/>
- <http://coloredlion.com/>
- <https://goboto.com/>

Clients



Next Steps

Let's make something great together! Let's jump on a call or meet in person and go over our proposal and your needs. Contract will follow after approval of the proposal.