



WEBSITE DESIGN PROPOSAL



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TO:

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FOR:

PROPOSAL FOR WEBSITE REDESIGN SERVICES – City of Asheville
RFP #: 298-WebsiteRFP 11141400.pdf

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1.0 PROJECT BACKGROUND

The City of Asheville, North Carolina seeks a redesign of the existing website, www.Ashevillenc.gov. The existing site was built in 2010; and while it has served the city well, technology and expectations have change to enable the city to build a better site to serve the community. The city is looking for a distinctive modern site to reflect the diversity, character and uniqueness of Asheville. It needs to be responsive for mobile devices, intuitive to easily find information and accessible (handicapped access) to the entire community and visitors.

1.1 PROJECT OBJECTIVES

The City of Asheville seeks a responsive, browser independent website to function as a key information resource for the community. The proposed website will use CMS platform with a clear, intuitive and easily searchable design so that members of the community, businesses and visitors are able to maximize their enjoyment of living, working or even visiting the city for the first time.

The city provides a diverse list of services to the community. While many of the services are administered through subordinate sites, the city's website will function as a gateway and "one stop shop" to provide access to all that Asheville has to offer. Therefore, the site will provide links to external databases, GIS mapping information, online utility payments, and citizen reporting tools, activity registrations, engagement tools and social networking.

While there is a lot of important content on the existing site, we feel that the design and navigation of the site should also be fun. There is so much the city has to offer and we feel, through superior design, that we can convey the dynamic energy and diversity to all who visit the site.

To accomplish the above, the site must be easy to maintain and easy to update with new content. Blogs and social media should engage the public to return and seek out what is happening. Administrators in the Information Technology Department and Communication and Public Engagement Division and content editors in each of the City's departments will all be able to add new information to the site, as needed. Since the site will require timely updates, the process to update must be simple and efficient using several sections or template types and corresponding cascading style sheets so the current and future staff will be able to easily update the content, news, calendar, building data and generally maintain the site.

The website must use the City's active directory to authenticate users based on roles to manage permission to update the site and provide an audit trail and roll-back utility for prior changes.

Our design will allow the City to host the final design on premises-based city maintained servers or the cloud as resources or preferences dictate.

The site will be search engine optimized and designed with page load speeds to provide an enjoyable user experience. We believe the site should be simple yet visually appealing with type that is easy to read, uncluttered pages and dynamic use of imagery, video and other devices. The home page will highlight blogs and social media posts to engage the public.

1.2 PROJECT PROCEDURE

Requirements Gathering and Documentation

In this phase of the web design project we gather the project requirements and detail stakeholder needs to develop formal solutions and document all of the City of Asheville goals. It's this research and discussion that help the project process go smoothly and insure that we have all the requirements, needs and "wish list" items identified. Paveya believes the design process is a collaboration that fuses our creative strengths with your in-depth understanding to produce a website that will exceed expectations.

Project Planning

During this phase, we will have project meetings with the Information Technology Department, Communication and Public Engagement Division staff, as well as, any other staff needed to review design ideas, gather content, review layouts, and set requirements for subordinate sites etc. It is not within the scope of this project to correct any accessibility issues (ADA / handicapped access) regarding sub-domains. Paveya can also provide the client with a designated log-in and password to access our project management software, where all project communication can filter. This can also serve as a central repository for existing content from stakeholders while the site is under development.

Website Design

Integral to the success of www.Ashevellenc.gov will be the design process and creating a professional face for the new website. The site must be clean and sophisticated, present information in a way that is useful to the user and allows the user to quickly locate what is needed. To that end, Paveya will work closely with the client to create a design that meets with their approval while drawing on their own experience in city management. Paveya will utilize InDesign/Photoshop software to model 3 to 4 design concepts, as needed, to provide the client with the best overall design possible. All designs will be responsive to maximize the users experience on mobile devices.

Proposed Site Map

Once the planning stage is complete, a site map will be developed and agreed upon.

Website Development

Paveya will utilize WordPress CMS to develop the website and provide maximum flexibility to maintain and update the site for the City of Asheville.

There are certain key design features that will be built into the overall design and each will need to be approved by the client before the final design is accepted. Those features are:

- **Navigation:** It is particularly important to create a navigational system that is available on every page, maintains the overall feel of the site while making the site intuitive and easy to locate data and information.
- **Colors:** The design will be built around a coordinated color palette that will provide the professional yet simple look as determined by the City of Asheville while maintaining the cohesiveness of the website.
- **Fonts:** The fonts' family, size and color combine to maintain a professional and cohesive feel.
- **Images:** Photos, graphics and individual images will be submitted by the client and may be modified in the appropriate software to meet the overall design requirements of the site. All photos/graphics must be supplied by City of Asheville or stock photos without copyright protection can be used.

- **Layout:** The design must take into account the content that will appear in the site to ensure its usefulness and readability. Certain elements will need to be highlighted more so than others, so Paveya will work with the client to determine what the best layout should be.
- **Overall:** Once all the elements are pulled together, the client will determine if the design meets their needs and the needs of the community.

Website Content Migration

The client will provide Paveya with the content for the following page examples (and additional pages agreed upon during planning):

- **Home:** This page will be the starting point for most, if not all, users, and so will need to provide the broadest amount of information while maintaining a clean and professional appearance. The Asheville City Source blog will also have a window on this page.
- **Calendar:** This page will feature the events and notifications for the City of Asheville.
- **Resources (to be further categorized):** These pages and subpages seem to be full of content and care will be taken to design it so users will be able to easily navigate, search and cross reference items.
- **Contact**
- **Blog**

Note: All content is provided by the City of Asheville and quote does not include new content creation by Paveya.

On-Page Optimization (One time Initial Optimization only):

Paveya shall work with the City of Asheville to create comprehensive and targeted Meta Tags and page titles for indexing the site with search engines. After completion, Paveya will submit site to all major search engines for indexing. Note: search engines may require a 4-6 weeks to authorize site submission.

- Keyword and key topic research and selection
- Website structure optimization
- Content optimization
- Image optimization
- XML sitemap optimization
- Title tag and meta description optimization
- Google and Bing Webmaster Tools
- URL structure optimization
- Optimize Title Tags
- Meta Tags Creation & Optimization
- Alt-image tags
- Robots.txt Installation.
- Google Analytics Installation.
- Google Sitemaps Installation.

Blogging / Social Media

The city already has a robust blog, Asheville City Source, and we intend to feature it prominently on the home page. Websites that utilize blogs attract 55% more website visitors than ones that don't. This is because blogging drives traffic from social media, blog subscribers, and search engines. Blogs also provide SEO enhancement.

A strong social media presence is important for SEO. The City of Asheville is actively utilizing social media and leveraging its advantages to reach out to the community. We will continue to integrate the social media links (YouTube, Facebook, Instagram and Twitter) to the website. We will match the design of the social media pages to the website to provide a consistent brand for the City of Asheville. Social media is a powerful way to drive website traffic to the City of Asheville website.

Site Test, Training and Launch

Paveya will test each page template type for functionality, accessibility, and browser compatibility for all text and graphics. Administrators in the Information Technology Department and Communication and Public Engagement Division and content editors will be provided with at least 4 hours of hands on WordPress training on the templates and CMS usage to make sure they are able to delete, add and modify content to the site. The City of Asheville will be provided the final website and all documentation for review, testing and approval.

2.0 SCHEDULE

This schedule defines the major tasks to be completed during the life of the project. Individual tasks may be added, deleted or moved as required to meet the demands of the design. The times listed below are estimates. A final project scope and timeline will be communicated following project agreement.

2.1 PROJECT TIMELINE SCHEDULE

Phase I: Strategy & Concept Development

Project launch –	Tuesday, March 15
Begin work on site map/architecture with client	Wednesday, March 16
Content / Images (photos/logos/etc.) delivered to Paveya	Wednesday, March 16
Creative brief to City of Asheville – 3-4 Design themes presented	Monday, March 28
Design concept chosen by City of Asheville (with comments)	Thursday, March 31
Final design submission and City of Asheville approval	Wednesday, April 13

Phase II: Web Site Design & Development

Site map/architecture	
CSS development	
WordPress CMS development	
Site Development completed	Monday, May 9

Phase III: Production Management & Implementation

Paveya begins content migration	Monday, May 9
Content migration completed to website	Monday, May 23
Paveya delivers files to City of Asheville for production	Monday, May 30
Beta testing of website begins on production server	Monday, June 13
Implementation of final design refinements in response to stakeholder feedback	Monday, June 20
Final website launches	Thursday, June 30

Phase IV: Outcome Evaluation (Optional)

Collect user data and survey information (optional)	June 30 – July 15
Outcome evaluation meeting (optional)	Friday, July 15

2.2 DEVELOPMENT PROCESS

Phase I: Strategy & Concept Development

Great design starts by understanding your objectives, we begin by asking questions. We work to understand the goals of the City of Asheville. We will define any design problems and develop strategies for solving those problems effectively and memorably. The tiered content approval levels will be established by understanding the process and incorporating it into the website design.

Using the insight gained from the City of Asheville experts and an analysis of the required content for the site, we will select several design alternatives that will communicate the material, with minimal modification, to visually express your core message with intuitive navigation. Every choice, from layout and color to type size and style is made in collaboration with you and your communication goals in mind. We then present the initial concepts to you and work with you to turn the concept into a comprehensive design. The best idea will be chosen for further development. Meetings will be scheduled as needed to accomplish a complete understanding and to foster cooperation among the entire group of stakeholders and the Contractor.

At this stage we will provide:

- A design brief describing our understanding of the project's goals and parameters
- A detailed schedule to guide the process.
- Three to four strategic design concepts for evaluation
- Final design selected and signed approval from City of Asheville

Phase II: Web Site Design & Development

Once the best design is selected and approved, the heavy lifting development work is done next. At this phase, we examine the details, ensuring that every element works to aid the communication objectives of the project. The architecture and site map is completed. The CSS (Cascading Style Sheets) are flushed out and the WordPress CMS (Content Management System) is developed.

At this stage we will provide:

- Complete website (skeleton) complete

Phase III: Production Management & Implementation

Now that the proper planning and development is in place, we implement the plan. The final website developed is ready for the migration of graphics and text. We proof and refine the design and content, check, double-check, proof again, and prepare the design for the final production environment. Then we proof your project again and provide the preliminary site to you for review.

At this stage we provide:

- Production proofs for proofing and corrections as needed
- Testing of site for selected browsers, devices (iPhone Android, iPad etc.)
- Accessibility tests
- Training and production management for the finished project
- The finished project, style guide and all documentation
- SEO initial set-up

Phase IV: Outcome Evaluation (optional)

Our work isn't done after the website launches. We want to know how it's working. We work with you to gather feedback, and help you to evaluate this feedback to improve getting the message to the target audience the best way possible.

3.0 DETAIL COST BREAKDOWN

Consultation on Website Strategy Including creation of 3 or 4 design themes	\$ 2,250
Project Management Services , including Scheduling, estimating and client contact	\$ 2,250
Subtotal for Phase I: Strategy & Research	\$4,500
Web Design Services , including development of site map	\$ 3,000
Web Development , Including CSS conversion, responsive WordPress CMS integration	\$ 9,000
Subtotal for Phase II: Creative Exploration & Design Development	\$12,000
Content Migration , Up to 500 pages at \$20 per page	\$ 10,000
SEO (on page optimization) and Social Media Integration	\$ 1,000
Production/Implementation , including Beta testing of website, resolve issues and launch website	\$ 1,000
Training & Testing Consultation , including preparation of training, testing & documentation materials	\$ 1,000
Subtotal for Phase III: Production Management & Implementation	\$13,000
Total for Services	<u>\$29,500</u>

The cost specified above is valid for 45 days from February 12, 2016.

4.0 ABOUT PAVEYA

Paveya, located in Powells Point, NC, is a women and minority owned NC small business. Paveya is a division of VBL Technologies LLC. We are a HubSpot-certified digital marketing agency specializing in web design, search engine optimization, web development, content creation, social media marketing and other internet marketing services. We pride ourselves in providing the very best personalized solutions for our customers to achieve their goals. Our talented professionals can assist your organizations vision by applying strategy and planning to website design, search engine optimization, content management, social media marketing, mobile marketing and other online marketing services. Our creative and technical teams have more than 40 years of combined marketing and web development experience among them. Paveya has satisfied clients since 2010.

4.1 WHY CHOOSE PAVEYA

Paveya has several competitive advantages that make our firm an ideal fit for the City of Asheville:

- 1. We have creative ideas that will stand out and stick with your audience** — Paveya has a unique understanding of marketing logic fueled by intuitive creative thinking. Our perspective allows us to create ideas that resonate with your audience to make a lasting impact with your message.
- 2. You want design that communicates, not just pretty pictures** — Our mission is to create materials that influence your audience and further your goals, not just decorate a page. We use our understanding of strategic messaging and create a synergy with the content and graphics to communicate your message on multiple levels. The result is more than a good-looking website. It's an effective one.
- 3. You need flawless timely execution that produces results** — Our experience in project management ensures that we quickly grasp the issues, sweat the details and produce a website that exceeds your expectations and instills delight in your users.

4.2 OUR KEY PERSONNEL

Our diverse team of experts at VBL Technologies / Paveya allow us leverage the skills of each to best suit the project. Additionally, we also have a team of developers, located in India, to further our competitive advantage. Below are some of the key members who will be assigned to the City of Asheville project. In addition to the team below, we have several dedicated and qualified staff members who design, write content, perform SEO, execute social media and other Inbound Marketing techniques. The flexibility of our staff to assist in special projects is one of our strengths.

Raju Uppalapati – Chief Executive Officer



Raju Uppalapati is a highly successful serial entrepreneur involved in Technology, Marketing, Real Estate and Hospitality Industries. He manages companies ranging from \$1M to \$250M in revenue. He has strong project management skills in technology development, marketing and luxury home building projects.

In partnership with BD&A, he assisted building over 2,000 luxury homes and developed many prestigious communities throughout Eastern North Carolina. Raju has managed over 60 sales professionals and sold over 1 billion dollars in real estate under his management.

In addition to leading BD&A, Raju founded Elan Vacations, an Outer Banks luxury vacation rental company, and served as CEO for nine years. After enjoying great success in the vacation rental industry, Raju partnered with Wyndham and Hilton to develop multiple hotels in North Carolina.

Currently, Raju is the CEO for Varthak Ventures, a business incubator, specialized in helping start-up companies in the technology, marketing, real estate, home building and vacation rental industries. Raju has served on many charitable, community, private and government boards and associations.

In addition to his decades of real-world experience in technology, home building, real estate, sales and marketing, Raju holds a Post Graduate degree in Computer Applications, an MBA from Wright State University and a Masters in International Management from the University of Texas.

Vijayasree Uppalapati - President



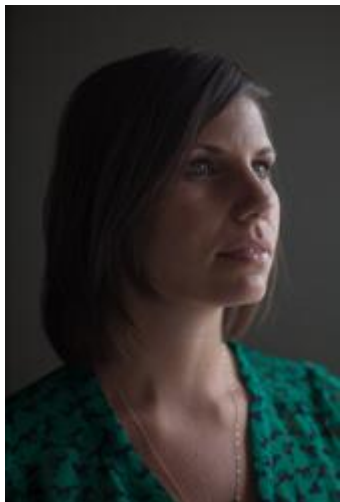
Vijayasree Uppalapati is a business professional with extensive experience in real estate, technology, marketing and healthcare services industries. A graduate of Andhra Medical College, Vijaya started her career as an emergency room physician in India and the British Virgin Islands. After a successful medical career, Vijaya began to focus on the business world, helping establish and manage many real estate and hospitality ventures. Since establishing VBL Technologies in 2007, she oversees the day to day management of the technology and marketing company.

Victoria Jackson - Systems Analyst/Project Manager



Victoria has over 20 years' experience in planning, coordinating, implementing and evaluating systems, processes and projects to accomplish organizational goals. She excel at analyzing systems and processes to simplify and improve overall efficiency. She is a proven leader with ability to effectively manage personnel and projects. Victoria recently returned from almost 4 year deployment in Afghanistan managing authorizations for personnel and equipment for the Afghan National Army. Previously, Systems Analyst Consultant for AIG and AT&T on enterprise level projects. Experienced author and graphic artist served as a Publisher of a Real Estate magazine.

Abby Stewart – Digital Marketing Specialist



Abby Stewart is a digital marketing specialist with experience in content writing and marketing strategies. A graduate of the University of North Carolina at Wilmington with a degree in professional writing, Abby has 9 years of experience writing professionally for numerous business journals, newspapers and business blogs. Published in both print and online media for industries including real estate, home building, tourism, healthcare and politics, Abby specializes in inbound marketing on the Outer Banks of North Carolina.

Leigh Griggs – Digital Marketing Assistant



Leigh is a digital marketing assistant with experience in content creation/management, and social media management. She has strong interests in the creative and design side of marketing. She earned her MBA with a concentration in marketing from Campbell University. Leigh is an Outer Banks native with a strong understanding of local industries, she grew up working in many of her family's own local businesses.

5.0 PAVEYA CASE STUDIES

Over the past 6 years, Paveya has designed a diverse group of websites across many industries using several platforms. We would like to highlight a few that have been completed recently or that have similar requirements to the City of Asheville website.

Buy Local & Currituck County Tourism Bureau:

<http://buylocalcurrituck.com/>



The Currituck County Board of Commissioners contracted with Paveya to spear head the “Buy Local” campaign in 2011. The goal was to encourage citizens to buy local, so they can help revive Currituck's economy.

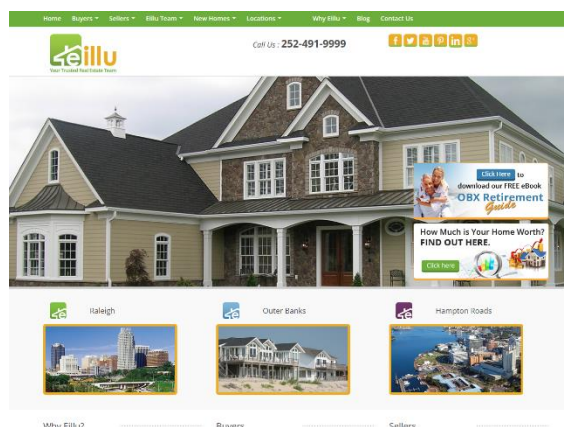
The County specified a PHP based website. Social media is integrated to the website with sweepstakes and prizes given away to create excitement and increase participation. A custom database was designed and integrated to the platform for local businesses to register. A calendar of events is updated regularly to announce events.



Next, in 2014, the County contracted with Paveya for a WordPress website specifically focused to encourage tourism to the area. Paveya provided all the graphics and design for the site and integrated the database developed under the buy local campaign to leverage and further promote local business. Paveya continues to provide content and SEO support for the site.

Eilly

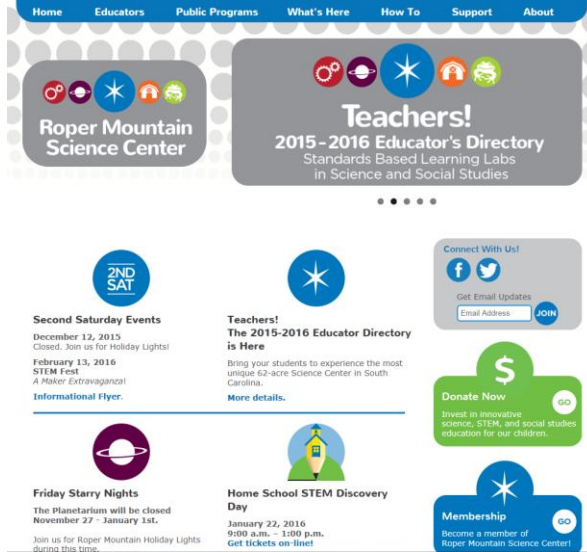
<http://www.eillu.com/>



In 2015, Paveya completed several website projects, but we would like to highlight the real estate brokerage website for Eillu. This website is built on WordPress with integration to MLS for up to date real estate listings. Paveya designed the logo, created all the content and graphics; including the content offers, calls to action and landing pages. The site has social media integrations. Paveya continues to create content for the site with blog posts, social media interaction, E-newsletters and SEO.

Roper Mountain Science Center

<http://www.ropermountain.org/>



In 1985 Roper Mountain Science Center opened after a joint effort between public education and the private sector. Paveya completed a WordPress website for the educational center in 2014. The client provided the text content and Paveya provided the graphics for a collaborative effort. The site includes a calendar of events, generous use of videos, and integration of membership programs on 3rd party sites, social media integrations, online registrations, interactive maps, and links to public programs. The simple design has served the staff well and they continue to maintain and updated the site.

5.1 PAVEYA TESTIMONIALS



Johnson, Burgess, Mizelle & Straub LLP (Web Design/SEO): "The professionals at Paveya showed us the benefits of having content management and their world class design capabilities. With their On-page Optimization package, Paveya helped Johnson-Burgess rank in the top 10 for keywords pertaining to our business."

Anita Baughan – Johnson, Burgess, Mizelle & Straub LLP



The Coastal Cottage Company (Web Design): "We would like to thank you and your team of competent professionals at Paveya for creating our company such an incredible website. We have had nothing but positive response since we launched our new site. The website is absolutely gorgeous, functions wonderfully and the amount of edibility built-in is exactly what we needed while we grow. The website exemplifies the image we want to maintain for our company and we couldn't be more thrilled to share it with our potential clients."

We would, without hesitation, recommend you and your company to anyone looking to design and build a new website. You and your team did a great job start to finish and if we need to do it again in the future, Paveya will certainly be the first place we go. Thanks again and look forward working with you in the future.

Michael K. York, The Coastal Cottage Company



Sinbad Sportfishing (Web Design): "We made the best decision when we linked with the team at Paveya for our web redesign. We have spent collectively over 40 years in the tourism industry and when it came time to throw out the old language of our website and embrace the new, this was the team."

If your website is a primary part of your communication with your customers, then you want a team that communicates clearly with you to reach that goal. You do not need a background in code. You need only to sit down, give a sense of

who you are and what your business is, and work with Paveya to put those thoughts to the web! PC to Mobile, the uploads were fast, efficient, and gave anyone access to our site!

Our team treated our concerns and thoughts with respect, introspection, and a new polish that integrated whatever capabilities we wanted to embrace for our redesign. Their services could have given us anything from new logo to all the latest social media plugins. The combination possibilities are endless for what you may want to choose. That is not all they offer. After completion we were tutored on use and uploading and if need be, continued to receive complete support no matter how minor the question may have seemed. We never felt abandoned simply because the contract was concluded. Now we are ready. I am already tweaking one or two items on my own and with such a user friendly template to use, it makes it possible to have the content I want to share with our clients exactly where I need it. I want to thank the team at Paveya for the timely redesign, tutor, and open communication that exists still with our new website. We could not be happier with possibilities that exist from the new site!

Cpts. Will & Viv McPherson



Currituck Econ Development (SEO): “Paveya worked closely with us to develop an integrated solution to SEO: blog postings, press releases, keyword insertions and more. Paveya has helped us reach top-ten Google search status for a number of terms and substantially enhanced page view results for ThinkCurrituck.com.”

Peter Bishop, Director of Economic Development, Currituck County, NC



Buy Local (Web Development/SEO/Database Management): “Paveya plays an integral part in social media marketing for the Buy Local Currituck campaign. By optimizing our website, they have been able to increase our page rank in search engines, resulting in more visitors to our site.”

Diane Nordstrom, Director of Travel and Tourism, Currituck, NC



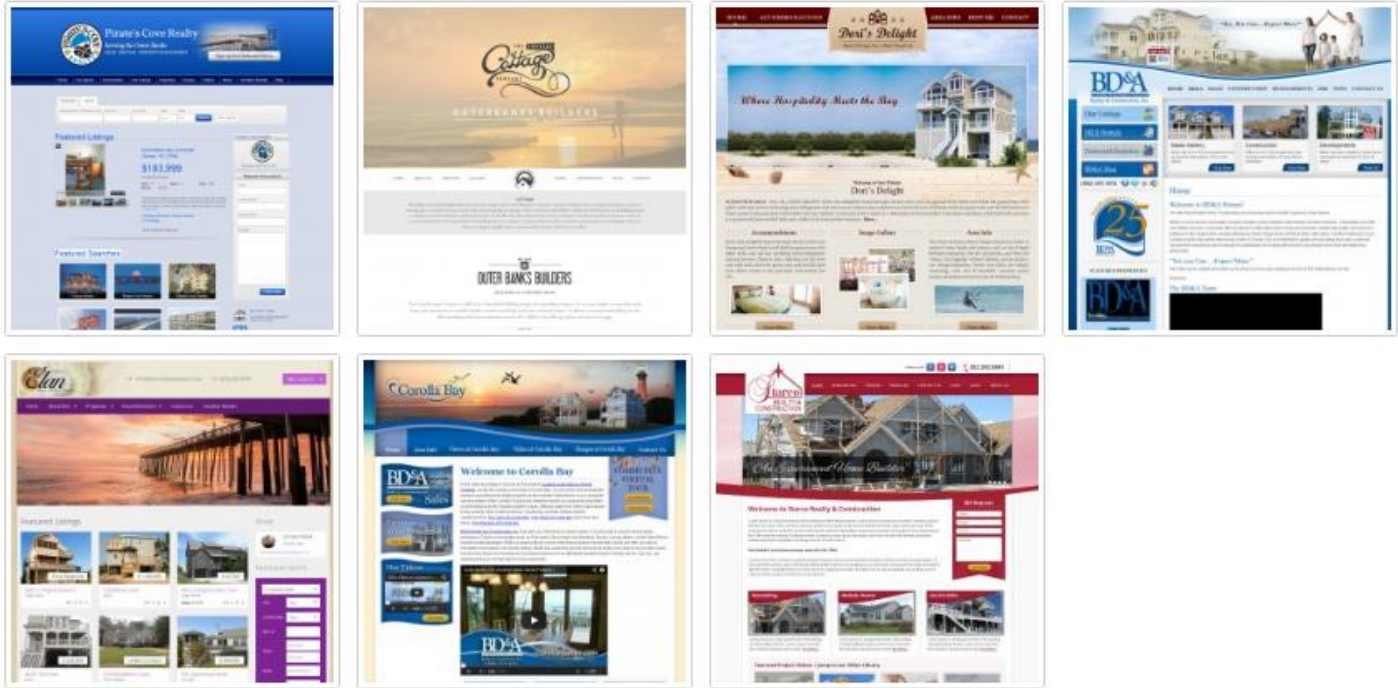
Dragonfly Inn (Web Design): “When we started the process of opening our own bed and breakfast we didn’t realize we would be paving the way in our area so we had no previous success stories to review. My husband researched marketing firms in the area of the Outer Banks and Virginia Beach and was impressed with Paveya’s track record. We knew we would need someone nearby and small enough that we could get personal attention but large enough to know the industry. Paveya provided personal attention to our account and website set up. They assisted us with our logo design, which we love! They advised us on marketing and got us pointed in the right direction as we started our bed and breakfast. In today’s world the website is an important tool and Paveya helped us to achieve our goal of an accessible, easy to navigate website that could take online bookings and reach out to the social media world. They even answered our questions and emails on the weekends! I think we are off to a great start with our business—thank you Paveya.”

Lori Evans, Dragonfly Inn

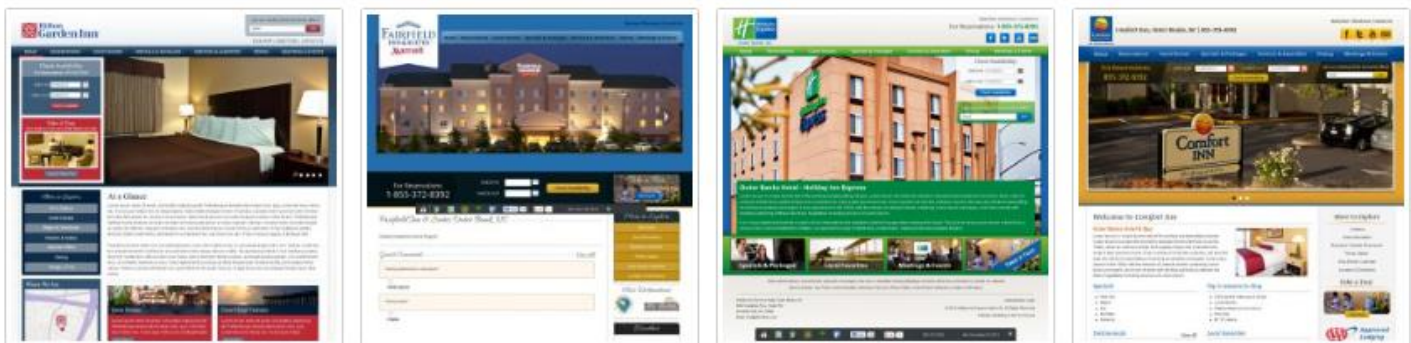
5.2 PAVEYA PARTIAL PORTFOLIO

Below are selected screen shots of Paveya built websites. To see an expanded list, visit our website and our interactive portfolio: <https://www.paveya.com/portfolio/>

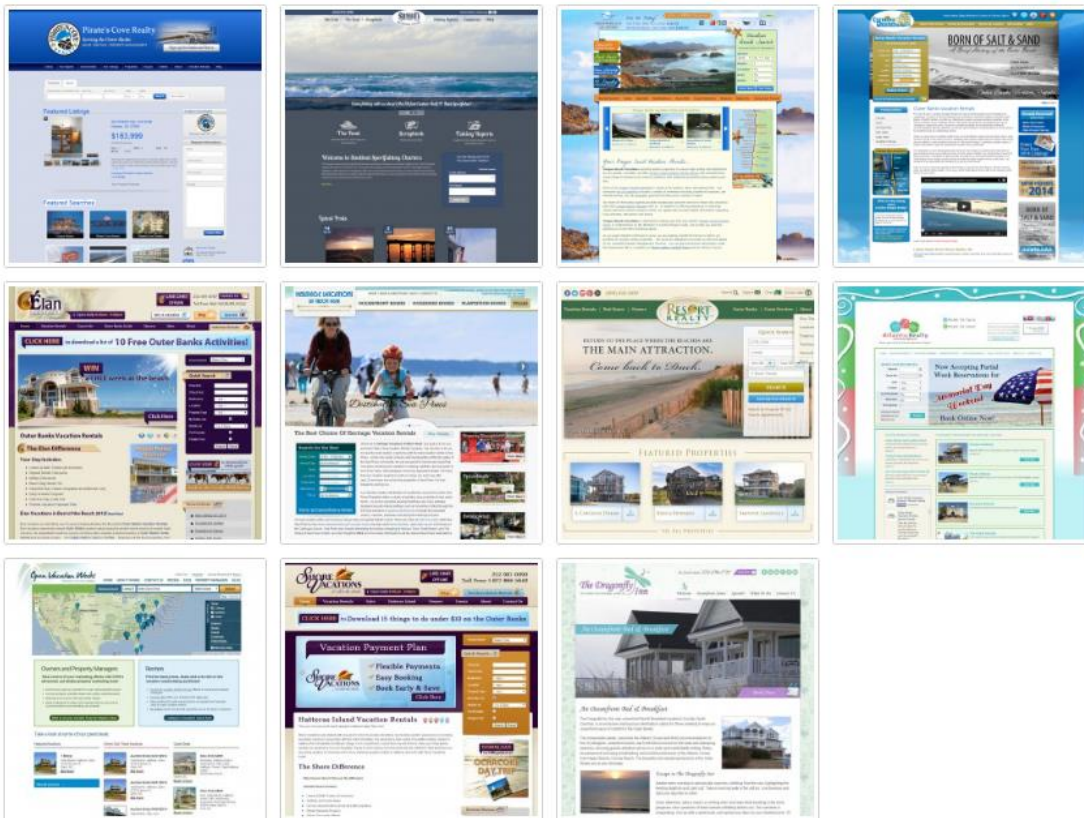
Real Estate:



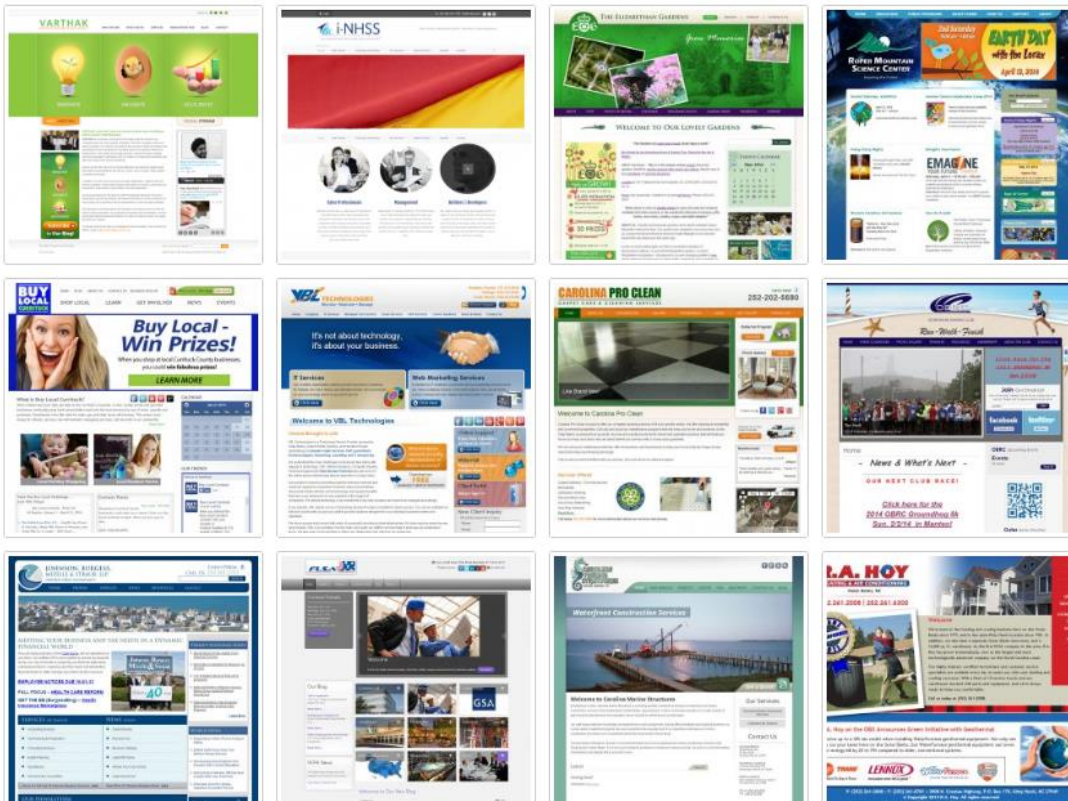
Hotels:



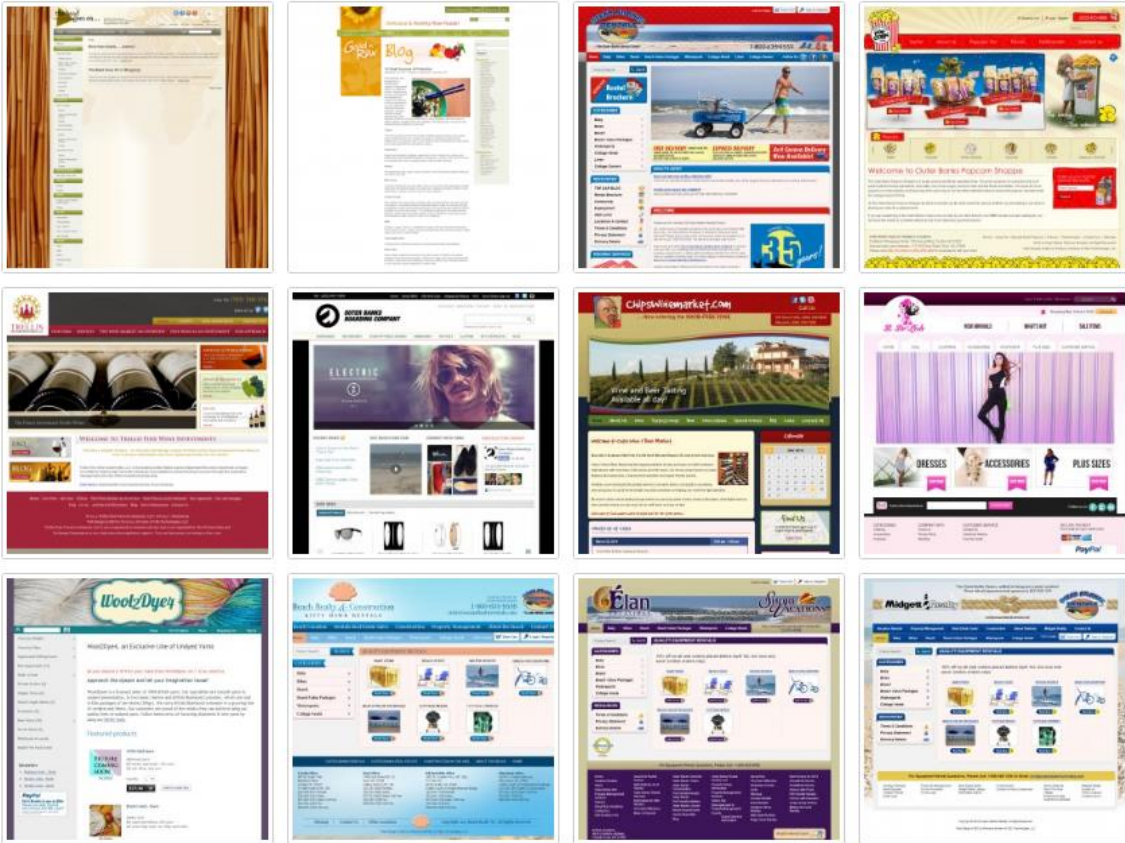
Vacation Rentals:



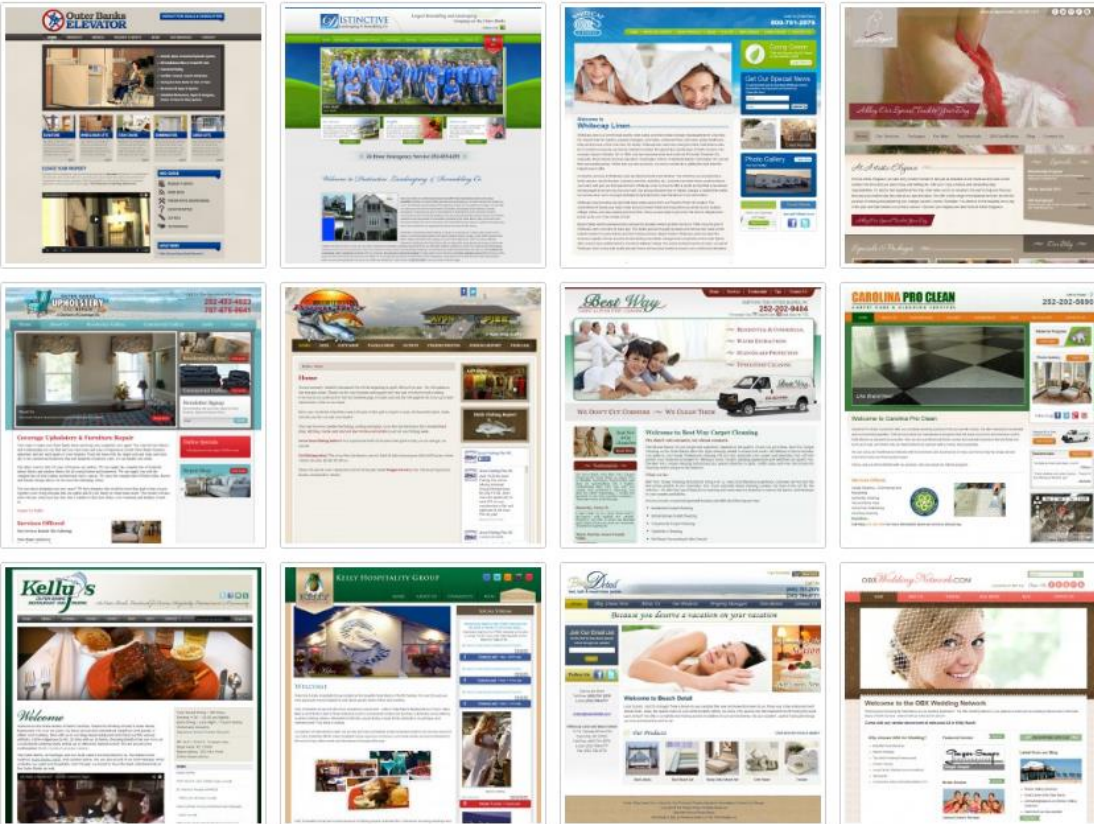
Professional:



Retail:



Small Business:



6.0 PAVEYA REFERENCES

Johnson, Burgess, Mizelle & Straub LLC

4016 N. Croatan Hwy,

Kitty Hawk, NC 27949,

Debbie Burgess

252.261.2333

dburgess@jbms.net

Currituck County Department of Travel and Tourism

106 Caratoke Highway

Moyock, NC 27958

Stuart Chamberlain

252-435-2947

schamberlain@visitcurrituck.com

Roper Mountain Science Center

402 Roper Mountain Road,

Greenville, SC 29615

Michael Weeks

864.355.8900

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