



Website need some love?
We'd love to adopt!



Website Design + Development +
Brand Refresh

Presented to:
Blue Chip Farm Animal Refuge

Delivered on:
March 17, 2022

Proposal:
2022161

HELLO.

Hi Cordie!

Thanks for the opportunity to partner with you on this project. We understand the importance of Blue Chip Farm Animal Refuge's online presence and we are very excited to help you refresh and elevate your current branding + digital presence. Through the exploration of improving your web presence, Blue Chip Farm Animal Refuge has the potential to impact & grow your donations and adoptions! It is our mission to help you stand out and be an obvious first choice for those seeking to adopt a furry friend.

A quick recap of what we discussed for your marketing needs:

- **Design and develop a website that is user friendly, informative, personable, and aesthetically pleasing while being easy to update and maintain by your team**
- **Evaluate current website content and sift through pages that aren't used anymore. Create a hierarchy to help guide the visitor to the most important areas including a pop-up message on homepage**
- **Showcase Legacy of Love and more and brainstorm new ideas for the Adopt a Kennel page**
- **Create a space within the website where visitors can get to know the staff, volunteers and animals, and access resources for adoption and helping new pets adjust**
- **Highlight ways to donate, create wish lists and check out up coming events in a strategic way**
- **Logo refresh to set your logo apart from other animal shelters in the region**

We'll work together with you on these elements to develop an effective and aesthetically pleasing website and refreshed brand. Consider us an extension of your team - a true partner to help with your branding and creative needs.

Ready to get started?! Let's do it.

- The team at Posture Interactive LTD.



Scope of Services

Let's make it pawesome.

Branding Refresh

Together, let's reimagine the way Blue Chip Farm Animal Refuge is perceived online. This starts with a solid brand identity that will echo through social media, emails, and your new website creating a fresh and cohesive look.

This branding scope includes:

- Logo design
- Colors/fonts
- Logo style guide
- A suite of ready-to-use-files

Website

We've built our reputation on freeing the people we work with from restrictive and painful web habits. Our goal with every project is to create a site that is beautiful to experience, easy to maintain, and, above all, secure and accessible. All our website designs are based on a responsive framework, which allows your site to adapt according to the device you are using to access it. This framework is also imperative for a positive ranking within multiple search engines. We'll also utilize all best practices inssetting a proper foundation for SEO and search rankings, too!

This website scope includes:

- Site layout & full custom web design/development
- Hosting, foundational SEO + monthly analytics reports
- Post-launch website technical support

Website Scope Details

We have identified the need for these various page types:

A "page type" is a pre-designed and developed container to hold various content on your website. Please note we **do not charge per actual page** - those essentially could be unlimited when utilizing a pre-designed page type. After that, additional costs would only be incurred should you need our assistance populating your chosen page type.

At present, we assume the following page types needed:

- Home page
- About Us page
- Resource page
- Donations Page
- Contact Us page
- Miscellaneous
 - Legacy of Love
 - Surrender Program
 - Adopt a Kennel
 - Blog
 - Memoirs

Website Scope Details

Sitemap & Content

Before diving into the layout and look of your new website, we need to create a sitemap to consider the hierarchy of the current information on your website. Once approved, we'll work with you to gather content and fill the website with meaningful, keyword-rich text that represents your organization and utilizes SEO best practices that get you found. Our expectation is to use base copy/content provided by you to then have our team edit and integrate properly into the site. If we are not commissioned to take photos, our expectation is to have the proper quality of photo assets provided to us to compliment the site design. Our team will edit and format those assets properly to fit the site design.

UX/UI Design

Your new brand styles will guide our design process for your proposed new site. We'll work with you to fulfill the needs of this website to truly reflect the credibility and quality of your business. This will include an easy way to update your site. Our proposed design will be presented to you via a website link accommodating key areas we discussed. Once approved, we'll prepare the site for development.

Website Development

We want to make sure that at every turn, forward innovation is taken into account alongside user experience. Therefore we develop and test for the latest releases of the following web browsers: Google Chrome, Mozilla Firefox, Apple Safari on macOS, and Microsoft Edge. On mobile, we will be fully supporting Android 9.0 and beyond, along with Apple iOS 13+

Hosting & Security

Hosting is included for 3 months should you need it for this website, and then will fall into one of our hosting tiers based on bandwidth need (quoted at \$75/month for this project). Although you are not required to host with us, it is preferred for swift service along with general troubleshooting/technical support and ongoing security updates. Need an email solution? We can discuss and deploy several solutions to meet your needs. Just ask! Need more security? We can help with that too - we recommend a SSL Certificate as a must for this project, and will facilitate that process with your team.

SEO + Analytics

We'll set up your new site with all the necessary best practices for organic SEO success. This means curating all content at launch and properly developing/tagging those content pages for search engines. We'll also give you access to your web analytics to see instantly anywhere, anytime along with report to your inbox monthly.

Our Process



Proposal + Scope Agreement

You are here. Welcome to your official proposal! This is your introduction to our approach and how the Posture crew plans to help make your organization a success. Any adjustments to the scope can be made at this time before sign-off and your first deposit.



Kickoff Meeting

We'll meet with you to discuss your organizations needs and your desires with the new website, including user experience, conversions, and SEO goals.



Sitemap Approval

This roadmap will outline your information architecture and will also serve as a to-do list for content homework.



Wireframes + UX Approval

Before we make your site look pretty, we need a strong foundation and a blueprint for layout and functionality.



Design approval

With a solid structural plan in place, we now apply fonts, colors, images, and more to give functionality a strong visual appeal. Once approved, we'll prepare for development.



Staging link review

Your staging link will give you a private look at your site, this will give you an opportunity to make tweaks and changes before your site is public facing. **You'll also be invoiced for our work up to this point.**



Website approval

Our revisions and rigorous QA process are complete and we're just waiting for you to say the word!



Website launch!

Your Investment

These hourly estimates are based on similar projects we have tracked in the past. **Our standard agency rate is \$125/hour.** All billable hours are tracked in our system and reported on invoices so you know exactly what you're paying us for. *Please let us know if you have any questions regarding this quote.*

DESCRIPTION	PRICE	QTY	SUBTOTAL
Project Management Ensuring the project stays on course as well as reaching out to all responsible parties for updates/approvals <i>Estimated Hour Range: 5-10</i>	\$125	10	\$1,250
Web Design Flat mockups of all major web page types in full desktop, tablet, and mobile <i>Estimated Hour Range: 15-20</i>	\$125	20	\$2,500
Web Development Coding and styling of website based on the flat comps. Does not include design revisions after website design approval <i>Estimated Hour Range: 40-55</i>	\$125	55	\$6,875
Content, Development, Fill, Q/A, Testing Editing & curating content on your pages, testing and testing again! <i>Estimated Hour Range: 5-10</i>	\$125	10	\$1,250
<input checked="" type="checkbox"/> Logo Refresh (check if selected) Visual concepts (2-3 rounds), assets, colors, fonts and a suite of ready-to-use files	\$2,500	1	\$2,500
SUBTOTAL			\$14,375
IN-KIND DONATION/DISCOUNT (-100%)			-\$14,375
TOTAL			\$0



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Project Timeline

PLEASE NOTE: Each of these phases is dependent on the prior phase and requires mutual approvals along the way to proceed. Detailed milestone tasks will be supplemented in a separate document after kickoff. While we've estimated general approvals/revision times - any additional revisions will potentially adjust phase/timelines accordingly.

After we settle on a brand refresh you love, we'll head into refreshing your digital home. We'll need approximately 9-12 weeks depending on when we receive feedback at each milestone.

Upon signing the proposal we are prepared to begin working on this project the week of April 4, 2022, with a signed commitment and deposit by March 28, 2022.

PHASE	WEEKS
Sitemap & content architecture	Weeks 1-2
Layout and design	Weeks 2-4
Web development	Weeks 5-9
Email, hosting setup, content + SEO	Weeks 10-11
Testing, Q/A + Let's launch!	Weeks 11-12

Payment Schedule:

Project Deposit: \$0

Prior To Development: \$0

Prior To Launch: \$0



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Why Posture?

HELLO.
WE'RE
POSTURE INTERACTIVE.
WE'D LIKE TO HAVE
OUR WAY WITH YOUR
IDEA.



Click to play video in browser

A hometown team with a global mindset.

Posture Interactive is an agency rooted in technology that specializes in home-brewed web development, stellar graphic design, and the related interactive marketing needed to support a successful business. Located in the heart of Northeastern Pennsylvania since 2011, this interactive agency is a partnership of snazzy slacks, DJ's, artists, home-chefs, parents, musicians, and gamers determined to liberate the greater community from dysfunctional web properties; finding ways in which technology can provide a better, smarter solution. The founding partners have a diverse background in broadcast and digital media, design, marketing, and web development spanning over 15 years.

The Posture team is a diverse group of talented individuals featuring 4 full-time, in-house graphic/digital designers, 3 full-time web developers along with 2 full-time project managers coupled with a support team of video editors, copywriters and data analytic coordinators to comprehensively serve our client partners.

Thanks for considering our partnership. We understand how important this website is to you and how challenging this process can be. We're here to guide you every step of the way and make it less painful to launch your new marketing strategy.

Team Contacts



Tony Bartocci

President

Posture's President and co-founder, Tony has dedicated his life to providing outstanding creative solutions and innovative digital experiences to individuals and businesses around the nation. He's most at home in front of an audience, excitedly sharing the newest cutting-edge technologies, or in front of a perfectly seared medium-rare steak. [Click here to contact Tony](#)



Joey Zarcone

Marketing Director

Leading the marketing team, Joey keeps all aspects of design, marketing, and content singing in harmony. Since the early days of Posture, he's left his mark on branding, print collateral, digital content, and web projects. When he's not pushing pixels at Posture, Joey fills his time as an educator, art enthusiast, and proud dog dad. [Click here to contact Joey](#)



Kathryn Bondi

Digital Design Manager

Kat heads up the design team with a focus on exceptional experiences and intuitive interfaces. Her laser-focus on the interactions between the user and the design puts her at the bleeding-edge of breathtaking, inclusive graphic design. She can be found sharing her talents with the world as an adjunct professor, in-demand speaker and panelist. Kat loves her dog Mars and cat Ares very very much. [Click here to contact Kat](#)



Doug Griffiths

Project Manager

Doug is a little too obsessed with process and organization, and has spent years perfecting both for Posture. His attention to detail and creative problem solving helps keep projects moving forward, and he'll make sure you stay included with up-to-the-minute updates. On weekends, you'll most likely find Doug on a bicycle in the hills around Scranton or on stage with one of his bands. [Click here to contact Doug](#)



To proceed with the project as outlined, our next steps are:

1. Accept the proposal as-is or discuss desired changes with Posture Interactive LTD. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.
2. Read the contract on the previous page to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.
3. Finalize the contract by signing below. Please click the 'sign here' button, then sign in the box that pops up to make the acceptance official.
4. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling. We'll email you a separate copy of the signed contract for your records.
5. Submit an initial retainer payment on behalf of Blue Chip Farm Animal Refuge to hold your estimated production time with our team.


Once completed, Posture Interactive will contact you to schedule the Blue Chip Farm Animal Refuge project launch meeting. We'll make introductions and gather any additional information before we start.

For this project identified as #2022161, your signature will be required to secure production kickoff.

We are happy to make changes to the project scope on your request at any time but be advised that additions to the original scope outlined in this proposal may be subject to additional billing.


2022-03-18 09:54:46 (EDT)

Cordie Braun
Blue Chip Farm Animal Refuge


2022-03-23 09:26:33 (EDT)

Tony Bartocci
Posture Interactive LTD.

Thank You!



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