

**Henry County, Virginia**  
**County Website Development Proposal**  
**RFP# 07-05303**

CONFIDENTIAL

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## 1. Introduction

A. HerDesign is a graphic design and web development company located in Martinsville, Virginia. HerDesign offers its clients a full line of graphic design and web services including web design, web programming, hosting, email, maintenance and printed materials.

HerDesign is a woman-owned and operated business registered with eVA - Virginia's Total E-Procurement Solution. When requested, we can create websites in compliance with Section 508 of the Rehabilitation Act, which requires Federal agencies to make their electronic and information technology accessible to people with disabilities.

Governmental Institutions have specific needs and requirements. They must create an image that reflects the tone, purpose and dignity of that institution and it requires clear marketing to best present the right image to the world on the web. In addition to these demands, they face the problem of adding and updating information to their website quickly and easily. Often, numerous people within an institution are involved with a website and share the responsibility of maintaining its content.

## 2. Experience and Creative Design

A. HerDesign has designed a wide range of websites of many different types of websites for a wide range of clientele. HerDesign sites include web components such as:

- Interactive Calendar Systems
- News Archive System,
- Database setup
- Content Management Systems
- Product Management Systems
- Site Search Engines,
- E-commerce Stores,
- Search Engine Optimization
- Photography

B. Specific examples of such sites are:

### **Town of Rocky Mount**

[www.rockymountva.org](http://www.rockymountva.org)

Content Management System (CMS)

Interactive Calendar System (with automatic homepage updates)

Random Image Positioning

Site Search Engine

Online Subscription Newsletter (with online creation)  
Email and Website Hosting  
Maintenance

#### **The New College Institute**

[www.newcollegeinstitute.org](http://www.newcollegeinstitute.org)

Content Management System (CMS)  
Interactive Calendar System (with automatic homepage updates)  
Random Image Generator  
Online Subscription Newsletter (with online creation)  
Email and Website Hosting

#### **Virginia Association of Science Teachers**

[www.vast.org](http://www.vast.org)

CMS System  
Interactive Calendar  
News Archive System  
Site Search Engine  
Membership Management  
Email and Website Hosting  
Maintenance

#### **Cool Knobs and Pulls**

[www.coolknobsandpulls.com](http://www.coolknobsandpulls.com)

E-Commerce Shopping Cart  
Product Search Engine  
Email and Website Hosting  
Maintenance

For a more complete client list and links to their websites please see our website at [www.herdesign.com](http://www.herdesign.com).

### **3. References**

Pat Keatts, (540) 483-7660  
Town of Rocky Mount, VA  
[www.rockymountva.org](http://www.rockymountva.org)

Zachery Rider, (276) 666-8659 x261  
Virginia Museum of Natural History  
[www.vmnh.net](http://www.vmnh.net)

Carolyn Beale, (276) 632-0066  
Patrick Henry Artisan Center  
[www.phccartisancenter.org](http://www.phccartisancenter.org)

Tiffany Hayworth, (276) 638-3946  
United Way Nonprofit Leaders Network  
<http://nonprofitleadersnetwork.org>

Dr. Leanna Blevins, (276) 403-5603  
New College Institute  
[www.newcollegeinstitute.org](http://www.newcollegeinstitute.org)

## 4. Time Line

### Web Development Process – Start to Finish and Beyond

HerDesign prides itself on its client relationships, we engage in every project as your partner, not your vendor. Your success and happiness makes our relationship stronger and creates a solid win-win situation for the life of your website and for county residents. The following steps indicate a guide to site development.

#### A. Initial Concept for Henry County

HerDesign will design an aesthetically pleasing website that will feature the beauty of Henry County year-round. The initial impression of any county is often presented by its website and should make each county visitor or resident aware of the county's ability to serve its residents.

The navigation for the site should be intuitive and user friendly. A site map and site search with a consistent design through out the site will encourage use of the site.

A county website can actually function as a web-portal for residents, not only to conduct business with county offices but as a resource site for local information and links to other related sites. The design of the site must provide quick access to a wide variety of possible needs.

To allow county employees to update the website themselves, separate access permissions of different levels, can be created for each user or department. With our content management system (CMS), anyone with minimal technical knowledge or a little training can:

- edit/delete/create text
- create/delete pages
- insert links or PDF files
- add/edit/delete pictures

Furthermore, this system can be accessed from any computer, anywhere in the world with an Internet connection.

Currently your site architecture is using a FRAMES based structure. The use of frames inhibits the ability of search engine spiders to accurately rank your site for search engine ranking. The Henry County website will be built with search engine optimization in mind to allow the best possible “automatic” ranking possible.

We at HerDesign, are happy to educate you, the owner of the site, as to what one must consider when updating a website.... Factors such as quality photos, clear text, layout and fonts need to be well designed to keep your website looking professional and clean.

After all of your questions have been answered and you have been satisfied by our ability to create your web presence, a contract is drawn to outline the services, products, pricing, and continuing relationship that will exist during the life of your web project. Signing and returning the contract will trigger an initial meeting to discuss the new project.

## **B. Design**

HerDesign will present 3 different layouts based on the request of the County Representative. These three layouts are in photographic format. From these three layouts a final design is created. Unlimited tweaks and edits will be completed before the html code is created. Once the layout is completed the static images are converted into a working website.

A temporary domain will be created for hosting the county website while it is under construction. The county will also be given access to the HerDesign Project Board which is a communication portal for all our clients. This private project board is a central location for messages, proofs, calendar with timeline, a “to-do” list for internal use and for clients, as well as a collaborative writing tool.

## **C. Coding**

*HerDesign specializes in using ColdFusion for our clients’ websites. This technology is proven to be stable and in the environment of our dedicated server provides a reliable host for your site with 99.00% up-time guaranteed.*

Once the layout has been established, the website architecture will then be created using the following technologies:

- MySQL (database)
- DHTML
- CSS
- JavaScript
- ColdFusion

This is the part of the process that turns your static image into an actual working website and it can be the most time consuming as it is the most complex.

#### **D. Page Population**

Once the Design of the site is complete the pages will be populated using information from the current website and information gathered from the county representative.

1. The Website will be configured to integrate with existing GIS and mapping.
2. The Website will be configured to work with Official Payments.com
3. Integration of our Content Management System.  
(Permissions need to be decided upon as to what level of freedom individuals would have to edit the website.)

#### **E. Optional Components**

*(These options are available for an additional cost.)*

- Interactive Calendar System
- E-Newsletter and Subscription
- New Archive System
- Random Image Positioning
- Other custom options can be created at your request. The possibilities are almost limitless.

#### **F. Review**

You can then review your site, make revisions and learn to use the CMS and other features of the site.

#### **G. Launch**

When the site is complete and has been approved we will redirect your domain to your new website. This process usually happens in a few hours but can take up to 72 hours for the change to propagate through out the internet. At that point that it takes effect, your site will then be Live.

#### **H. Follow-Up & Support**

Maintenance packages are available for assisting in updates or any other website and email support that anyone at your facility may need. The staff at HerDesign is available 24/7 by phone or email. Backup/Restore of the site will be provided for you by HerDesign.

## I. Extras

Once you have been up and running and feel comfortable with the launch of your site, a statistics system part of your package will help you track your website traffic.

## 5. Software

No additional software or licenses will need to be purchased.

## 6. Pricing

A. Component	Reseller
1. Design	
3 Initial Drafts (with Flash component)	\$750
Inside page layout design	\$300
HTML Layout Inside and Outside Pages	\$500
Website translation through babelfish (making the website work with the translator)	\$150
Content Pages (Approx 55 pages)	\$2200
2. Content Management System	\$2500
Permission based access	\$500
3. Email Newsletter System	\$400
4. Random Image System	\$150
5. Interactive Calendar System	\$800
Priority levels	\$250
6. Meetings and project management	\$400
7. Backup & Restore System	included
8. Maintenance/Support Service Agreement	See Below
<b>Total Development Costs (All Options)</b>	<b>\$8900</b>

## B. Maintenance and Support

Simple updates and monitoring \$45.00 per hour, billed per quarter. Any extra time (over 3 hour per quarter) will be billed at \$50.00 an hour.

**Note:** Standard Bandwidth is 180 Gb for regular hosting of \$30 per month. Departments that are currently existing with their own design are not included in this quotation but can be quoted at a later time.