



EMERSON COLLEGE POLLING / WEBSITE PRICING PROPOSAL

FEBRUARY 9, 2022

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## SCOPE OF WORK

### ADA Compliant Website with FREE Hosting and Maintenance

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#### Website Design And Development

Studio Center will design, develop and host a mobile-first and ADA compliant website. Not only will the website look good, but it will adhere to the latest UI/UX best practices. Also included in phase two is testing, training and maintenance.

## WEBSITE DESIGN AND DEVELOPMENT

### ADA Compliant Website with FREE Hosting and Maintenance

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#### Website Design

Studio Center's project designer will create two sitemaps – one for the current site and one for a proposed redesign. The site map will list all main topic areas of the site, as well as sub-topics, if applicable. During this phase, the designer will help the client decide what technologies should be implemented. Elements such as which CMS incorporate, will any contact forms be needed, etc. The designer will work with the client to incorporate elements such as the company's logo or colors to help strengthen the identity of the company on the web site.

The designer will create one or more prototype designs (homepage mock ups) for the web site. This is typically a .jpg image of what the final design will look like. The designer will make any and all revisions requested by the client (which may take time if the client isn't readily available). Once the homepage mock up is approved by the client, the designer will create a prototype (mock up) of an interior page for approval.

Design Hours: 40

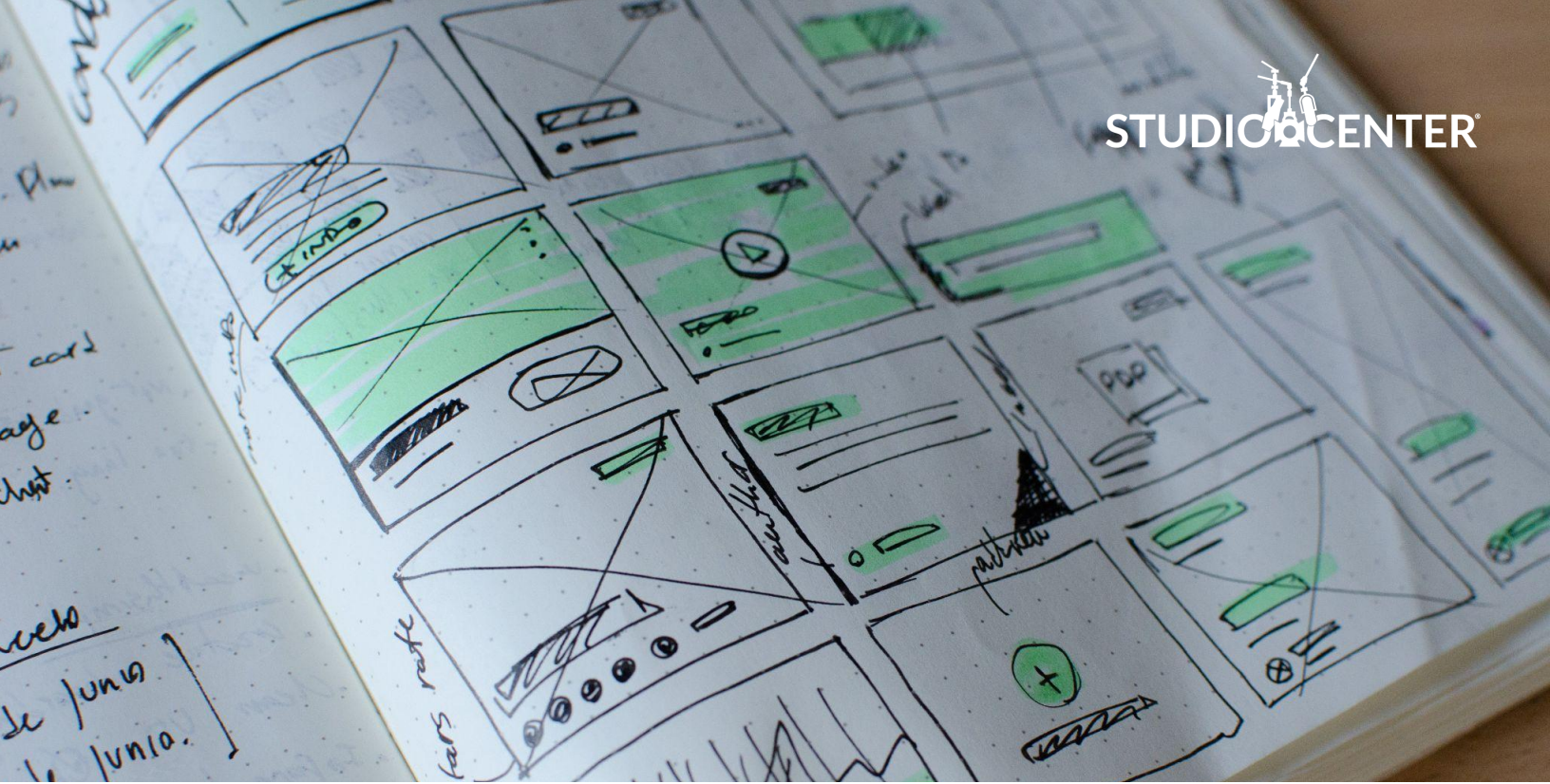
#### Website Development:

The project developer will take all of the individual graphic elements from the prototype and use them to create the actual, functional site. This is typically done by first developing the home page, followed by a "shell" for the interior pages. The shell serves as a template for the content pages of the site, as it contains the main navigational structure for the web site.

Elements such as the CMS (We suggest Concrete5) interactive contact forms, or ecommerce shopping carts are implemented and made functional during this phase, as well.

The developer will write valid HTML / CSS code that complies with current web standards, maximizing functionality, as well as accessibility for as large an audience as possible.

Development Hours: 20



## WEBSITE DESIGN AND DEVELOPMENT

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#### Content Transfer/Population:

Once the shell has been created, the designer will take the content and distribute it throughout the site, in the appropriate areas.

Content Population Hours: 63

#### Initial SEO/SEM:

To get site noticed and ranking on all major Search Engines like GOOGLE, BING, and YAHOO. The basic package includes:

- Google Analytics Integration: So you see the important visitor stats on your site.
- (Meta) Description, Title, Tag: From headline to text & content refinement, we check so your search “bot” data matches all content on your site and the “bots” reward you with higher ranks.
- Robots.txt file integration: Makes it easier for “bots” to search/cache your site.
- XML Site Map Creation: So the search engines find all your pages correctly.
- Verification of your site with Google Webmaster Tools
- Initial Link Exchanges: We list your URL as an important site.

Initial SEO/SEM cost: No Charge



## WEBSITE DESIGN AND DEVELOPMENT

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#### Testing/Delivery/Training:

The site will be thoroughly tested (such as the complete functionality of forms or other scripts, as well as testing for last minute compatibility issues - viewing differences between different web browsers, ensuring that the web site is optimized to be viewed properly in the most recent browser versions/mobile devices – referred to as responsive design. The digital team will check to be sure that all of the code written for the web site validates. Valid code means that the site meets the current web development standards – this is helpful when checking for issues such as cross-browser compatibility as mentioned above.

Once the client has given final approval, we will use the FTP (File Transfer Protocol) program to upload the web site files to the server.

The client will receive up to 10 hours of training on the CMS at either the Studio Center location, at the client's location or virtually via GotoMeeting (client's choice).

Training Hours: 20

#### Hosting:

Studio Center can host the client site on our Google Cloud-Based Server.

Hosting Cost to client: No Charge

#### Ongoing Support and Site Maintenance:

Content management system updates, javascript updates, server maintenance and upgrades, secure certificate renewals, LAMP stack updates and upgrades.

Cost to client: No charge



## Photography and Video

### One Day Video Shoot in Boston

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#### Scope of Work:

One Day Video Shoot at your Boston location

#### Production:

- Director/DP & Producer
- Audio, Gaffer, Grip, AC
- Media Management/Hard Drives
- 4K Camera & Lens Package

#### Post Production:

- Video Edit Hours
- Color Correction
- Footage Archival
- Add video to website

## PRICING SUMMARY

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Website Design/Development Inclusive of Video

**TOTAL PRICE:                   \$55,750.00**

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Thank you for the opportunity to submit a proposal. We look forward to working with you!

Accepted by:

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Client

\_\_\_\_\_

Date

\_\_\_\_\_

Studio Center

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Date

50% deposit is due at the time of kick-off and balance upon completion.  
Estimate valid for 10 days from 2/9/2022.



## THANK YOU!

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Point of Contact:

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