

**Proposal** 231AWFM  
**Date** 27.8.15

**To** **The Albury Wodonga Farmers Market**  
Contacts:  
Sue Matheson and Don Maling  
0418 178 475  
awfm2014@outlook.com



Gday Sue, Don and the AWFM committee,

Thanks for your recent briefing, our subsequent discussions, and the opportunity to create a proposal for the redevelopment of **The Albury Wodonga Farmers Market** website: <http://www.alburywodongafarmersmarket.com>

This proposal outlines my understanding of the brief, and has additional information regarding stages of the project, timing, pricing, invoicing, technologies, licensing, copyright and such.

### **Briefing and requirements**

From your briefing I understand that the website needs a redevelopment to assist in the marketing and communications material for the market.

As suggested by others, I agree that the website redevelopment coupled with an invigoration of the social media channels, especially facebook, will help achieve the goals of increasing the audience exposed to your marketing materials, with a view to attracting in more market stallholders and market customers.

Here are some of the elements we have discussed:

### **Pages**

We have discussed the need for the following pages, most of which exist in your current website:

- Home
- News (blog)
- About
- Wodonga Market
- Albury Market
- Calendar
- Gallery
- Meet the Stallholders
- Recipes
- Membership (Stall Holders)
- Contact

I can tell from the length of the titles that these will be too long for a horizontal strip of navigation. It may be necessary to have a vertical navigation in a left-hand-panel.

.....



### **Interactivity with social media platforms**

Most themes already enable blog posts to be shared across other social media platforms. I can also include any icons that link out to your own existing social media pages.

### **Blog posting automated to Social Media**

I can setup a system whereby a blog posted to the website can automatically be sent to your Facebook page. This cuts down the double-handling of this content.

### **Social Media in the website**

I can create a news feed from your Facebook (and any other accounts as appropriate) into your website. It also allows the economy of having your social media authors information automatically coming into the website. Among other things, people who may not use Facebook *per se* get to see your content.

### **CMS training to enable you to maintain/update the site yourselves**

I have factored training into the quote and have specific information on page 5. The main point I'd like to emphasise is that training usually takes place fairly soon after the site is live.

### **Website and email hosting**

My approach to website hosting is outlined on page 5.

### **Email addresses required**

I can set these up via your eventual web hosting control panel, and send you the details for adding accounts to your email client software. Unless you have this experience yourselves, you will need an IT person to add these accounts to your email client. I can also do this at my consultancy rate (see page 6).

### **Reporting & analytics capability**

If you start a free Google Analytics account ([www.google.com/analytics](http://www.google.com/analytics)) I can add the necessary tracking code to your website. That way we can check the patterns of usage of your website, eg. how many visitors, repeat visitors, entry pages, exit pages, and so on.

### **SEO**

Almost all premium WordPress themes are coded with Search Engine Optimisation (SEO) best practices in mind. I can install an SEO plugin (eg. Yoast's WordPress SEO is one of the most popular) to assist with your attendance to SEO matters, though only an SEO expert can advise on how to perform detailed aspects and types of information to input. I have not included any time or cost in this proposal to assist with SEO, beyond the installation of that plugin, and some very basic SEO additions.

Your primary SEO benefit will be your written content and images on the pages.

### **Graphic Design**

I will use the existing logo and brochure design as a basis for the website graphic design, modifying as appropriate for the responsive design variations (responsive applies primarily to mobile phone views, tablet views).



## Project stages

The website will be produced in a series of stages, each designed to minimise distractions and to logically build upon a strong foundation.

**Stage One** *Planning.* Examine existing goals, determine any new goals and their subsequent content requirements. Consider an information architecture based on existing ideas, and any new ideas that develop during this stage.

**Stage Two** *Installation and Architecture.* A new installation of WordPress will be created on my development server, and a functionally appropriate theme will need to be purchased and installed (see additional costs on page 6), configured and modified to integrate the approved graphic design and the intended functionality.

I will add the known pages, creating the page architecture of the website, with minimal identity look-and-feel at this point. This stage is visually generic.

**Stage Four** *Visual Concepts.* Apply elements of the existing graphic design to the elements of the known content and architecture, initially within the desktop design. Responsive design views will be adjusted much later in the process.

**Stage Five** *Production.* Input of content via WordPress. This involves making the web pages, adding and typesetting the written content, scaling and placement of images, PDF inclusions, making forms and such. Any required plugins are to be installed and configured during this stage, including any that may require purchase (premium plugins are usually in the order of less than \$50).

At this stage, additional graphic design may need to be created to work on specific content elements and features, eg. calendar colouring.

**Stage Six** *Evaluation.* This is not strictly a defined stage, but as the website is produced an iterative evaluation > design > production > evaluation cycle begins, to ensure all content is accurate and complete. During this stage the responsive designs will receive more attention, to be tested on various devices.

**Stage Seven** *Hosting and migration.* I can arrange standalone hosting (not via wordpress.com), and migrate the launch-ready website from my development server. This is also when I modify domain name settings at your domain name registrar for your website activation, and setup any new email addresses.

**Stage Eight** *Training and maintenance.* Training in WordPress will be task-focussed and could take between 4 to 6 hours, usually in batches of 1 to 2 hours (see page 5).

An ongoing relationship begins where differing content and technical maintenance duties are carried out by each of us.



The next couple of pages go into more detail about Website Content Management Systems (CMS) before moving onto pricing, timing, copyright and such. You may know some of this information already, but it may also be a good recap.

**WordPress, the suggested Content Management System for your website**

As discussed, I agree with maintaining the use of WordPress—it is opensource, is free to use, is currently in use by more than 70 million web publishers—the defacto standard for high quality opensource CMS. For more information about WordPress, see <http://www.wordpress.org> and <http://en.wordpress.com/stats/>

WordPress has an interface that is very easy to use, is very flexible and scalable due to a wide range of extension options (called plugins)—some provided freely and others at relatively low cost (made by the opensource IT community). Extensions may include such functionality as an events management tool, secure pages (non-public/member areas), promotional sliders, contact forms, usage statistics, facebook integration, security improvements, enhance image or video galleries, news modules, text randomisers (good for random quotes or testimonial display), email subscriber mailing list tools and such.

Your current website may be hosted at wordpress.com, though this has limitations in what can be achieved in terms of features, and lessens your control over the server setup. Standalone hosting is the most appropriate way to host a business-oriented website where you need more control of your website. I can help arrange such hosting (see overpage).

**WordPress License**

WordPress is released under the GNU General Public License: <http://wordpress.org/about/gpl/>

This license allows the freedom to use, modify and reproduce the software (and even re-release it) provided the General Public License is adhered to.

.....



## Additional technical information

### Training

I have found between 4 to 6 hours training is substantial for the core WordPress tasks such as updating content, writing blogs, adding image galleries, changing menu items, adding promotional slides. Training is best undertaken in person in batches of 1 to 2 hours, and usually takes place after the website is live. This training can take place anywhere within the first 12 months.

### Support

Once the website is complete, I am available to guide you and support you in your use of WordPress. Once your training is undertaken, support thereafter is usually *ad hoc* assistance by telephone or Skype. There is no charge for basic support of the existing setup, and I will be available for **6 months**. Beyond 6 months, training and support will be charged at \$100 an hour, though I find that most clients don't need extra support after the first 6 months.

My approach is to still 'be around', I will not disappear the moment the website is live, but instead recognise that this is an ongoing entity and an ongoing relationship.

My philosophy is to help my clients be independently able to author their website content. The 'old days' of web designers being an expensive bottleneck that made updates untimely and expensive are definitely over. My role will be as ongoing design and technical support, and to do any content management that may be too complex. In addition, since I will be using industry standard software and coding in standard ways, you will be able to find an abundance of WordPress-savvy developers should you need to have other people also work on your website in future.

### Web hosting

WordPress websites can be hosted on any reputable web host. In Australia, these are web hosts such as Panthur.com.au, Ilisys.com.au, NetRegistry.com.au, Melbournelt.com.au, CrazyDomains.com.au.

Based on my understanding of the potential website, hosting in Australia is between approximately \$20 to \$40 per month.

My approach is to help you obtain the hosting (and literally set it up for you), though I ensure that the commercial relationship is directly between you and the provider. That is, I don't work for any affiliate schemes, getting commissions, etc. I prefer you to have the one-to-one financial relationship, and I simply help set it all up.

My preference is to work with hosts that are very responsive to support requests. Presently I have had really good support from Panthur.com.au for the last couple of years, and they would be my present recommendation (see the Business bronze plan):

<https://www.panthur.com.au/hosting/business>



**PRICING**

**Website design and production**

All work in stages outlined on page 3.

As per the description on my website, I expect this website will be at the lower to middle end of my 'Simple' plan (<http://www.itchybrain.com.au/pricing>), but I am pricing it at the simple end to keep it affordable.

	\$	2000.00
GST	\$	200.00
<b>Total (inc GST)</b>	<b>\$</b>	<b>2200.00</b>

**Please note** *The first 4 hours of author corrections\* are complementary. Thereafter, author corrections will be charged at \$100.00 per hour plus GST. \*Author corrections are wholesale changes of the original briefing, changes to original project size and scope.*

**Hourly rates**

---

Sometimes a project will require additional work to be done under an hourly rate, eg.

- Sourcing material from third-party providers, such as photographers or writers.
- Project managing of third-party suppliers
- Additional illustrations, image-editing or optimising, creating animations, charts, and such.

Hourly Rates are \$100 plus GST.

Currently, there is no known requirement for additional work.

**Ongoing support costs**

---

There are no fees for the license and use of WordPress.

Should you require my training or support beyond the initial 12 months, I will charge on an hourly basis. Hourly Rates are \$100 plus GST.

**Additional costs**

---

WordPress provides many free functions, however, some functionality is enabled on a commercial basis, and are often functions provided as a plugin to extend the capability of WordPress.

I will guide you in the purchase of a WordPress theme, which is your own cost in addition to this proposal. The potential theme may cost approximately \$60 initially.

Some plugins require an initial fee, and then an ongoing annual fee. I haven't yet identified a need for anything at present, but will alert you should this need arise, and help you purchase.

The other regular ongoing costs you will have are with your eventual web host.

.....

**Proposal** 231AWFM  
**Date** 27.8.15



**Additional Information**

**Itchybrain Payment terms**

Startup - \$650 plus GST. 7 payment terms, I can start once payment has been received.

Midway - \$650 plus GST. 7 day payment terms.

Final - Balance after launch of final website, and your full approval. 7 day payment terms.

*Should you accept this proposal I will generate the invoice for the startup fee.*

**Timing**

I usually expect a website of similar nature to take anywhere between 4 and 6 weeks.

**Copyright and usage**

Copyright related to third-party materials (such as graphic design, photography or writing) is arranged between the supplier and you.

I may on occasion refer to your project in my business self-promotion, as a case study or portfolio sample of my design work.

**Samples of other work**

A portfolio of my work is shown at <http://www.itchybrain.com.au/portfolio>

.....

**Proposal** 231AWFM  
**Date** 27.8.15



### **Conclusion/acceptance**

It will be vital for the web developer and the social media developer(s) to work together to achieve an integral approach. Certain aspects of your marketing and communications will work best in the website, while others will work best via social media channels. Some will be required as assets for use in both mediums.

Thanks again for our discussions thus far Sue, Don, and all committee members, and for considering this proposal.

I really look forward to the potential of working with you.

Should this proposal be accepted, please email me at [darryl@itchybrain.com.au](mailto:darryl@itchybrain.com.au), and I will generate the invoice for the startup fee (see page 7).

*Please email me or call my mobile with any queries, comments, or if we need to discuss things further.*

Kind regards

Darryl Butler  
Director  
**Itchybrain Productions**