

Proposal of Services: Website Design and Development

To:

Jennifer Coulter, Director
Pound Ridge Library
271 Westchester Avenue
Pound Ridge, NY, 10576
www.poundridgelibrary.org
914.764.5085

Submitted: 10/6/2023

From:

Theresa Kuhl, Sales & Digital
Marketing Manager
Weblinx, Inc.
165 Kirkland Circle
Oswego, IL 60543
630.551.0334 x111

theresa@weblinxinc.com

WE BLiNX
incorporated

CREATIVE
INNOVATIVE
RESPONSIVE

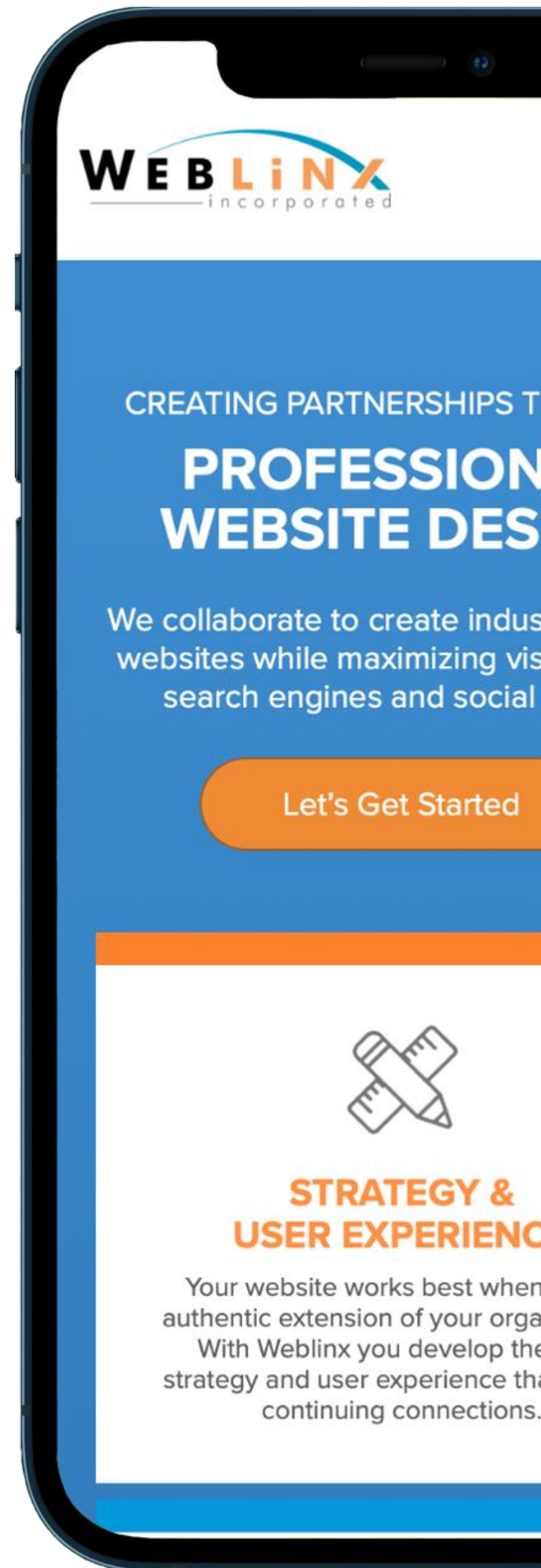


General Background

Weblinx Incorporated (“Weblinx”), an Illinois Corporation established in 2001, is an established leader in providing custom website design and digital marketing solutions. Our mission is developing unique websites that create brand awareness and connect to your audience. Your website should speak clearly and easily guide visitors to the information they seek.

We understand what it takes to build a successful website. The most prominent benefit of working with Weblinx is our knowledge of user experience design. We use leading industry technology to create interactive and professional websites.

Weblinx has over two decades creating successful and unique websites and digital marketing programs for public sector organizations. We have made hundreds of presentations and worked with individuals, committees, departments, boards, and executive management teams to create a seamless creative process. We have the experience and personnel to work closely with the **Pound Ridge Library** staff to successfully organize and execute the requirements of this project.



Service Offerings

Weblinx is a full-service digital marketing solutions agency specializing in custom website design and development, search engine optimization, content marketing, and social media management services. We work side-by-side with organizations and take a holistic approach to your online marketing to develop fully integrated digital marketing strategies. Our goal is to help your organization reach and connect with your audience members.

- Custom Website and User Experience Design
- Brand Marketing Design and Development
- Website Digital Marketing Strategy
- Consultative Website Analysis and Reports
- Web Development and Custom Database Development
- Ecommerce Solutions and Merchant Gateway Integration
- Online Forms and E-mail
- Optimization of Web Sites for Best Search Engine Placement (*SEO*)
- Custom Search Engine Marketing Programs (*SEM*)
- Pay Per Click Ad Campaign Management (*PPC*)
- Content Generation and Optimization
- Social Media Management
- WCAG 2.1 Level AA and Section 508 Accessibility Compliance Standards
- Open Source Content Management System Integration and Security Maintenance
- Website Hosting Plans – Dedicated and Shared
- Website Maintenance Agreements



Management Team

Andy Clements (Chairman and CEO)

Andy has over 25 years of experience in designing websites and has a Master's Degree in Business Administration with an emphasis in Operations and Technology from Aurora University. He is a Business and Marketing Instructor at Waubensee Community College and is involved with a great number of community service projects.

Theresa Kuhl (Sales and Digital Marketing Manager)

Theresa has over 35 years of experience in sales and sales management, with a Bachelor of Arts degree in Journalism and Mass Communication from the University of Iowa. She has worked in advertising sales for both print and broadcast media, and enjoys partnering with clients to greatly enhance their digital marketing efforts. Theresa is an 18 year employee with Weblinx.

Joe Chavez (Project Manager)

Joe has over 16 years experience in website and graphic design and has been with Weblinx for over 12 years. He is a graduate of Columbia College Chicago with a Bachelors Degree in Music Business Management and a minor in Web Design. Joe specializes in creating a unique vision and helping the customer achieve their goals.

Rick Pawela (Art Director)

Rick is an International Award Winning Interactive Designer and a graduate of Columbia College Chicago with his Bachelor's Degree in Interactive Media Design. Rick plays a critical role in creating graphics that leave a memorable impression through the use of Animation and Motion Graphics techniques. Rick has been with Weblinx for over 18 years.

Jacob Bearce (Lead Developer)

Jacob has been involved with website development for the last 17 years and has been with Weblinx for 15 years. He has contributed to many open source projects, including Ninja Forms, Advanced Custom Fields, and vinyl-ftp, among others. Jacob always stays up to date on the latest industry developments to insure that each project produced is accessible, performant, and robust.

Weblinx has a team of 15 digital marketing specialists ranging from front-end developers, back-end developers, graphic designers, content developers, social media managers, and marketing consultants. The work defined within this proposal will be conducted by Weblinx employees. No sub-contractors are used in the consultation and development of our custom websites.



Recent Library Experience

Weblinx has worked with numerous libraries since our inception in 2001. Here are examples of our more recent work.

Bolivar-Harpers Ferry Public Library

www.bolivarharpersferrylibrary.com

Catskill Public Library

www.catskillpubliclibrary.org

C.H. Booth Library

www.chboothlibrary.org

Crystal Lake Public Library

www.clpl.org

Deerfield Public Library

www.deerfieldlibrary.org

Flossmoor Public Library

www.flossmoorlibrary.org

Geneva Public Library District

www.gpld.org

George H. & Ella M. Rodgers Memorial Library

www.rodgerslibrary.org

Glencoe Public Library

www.glencoelibrary.org

Glenwood-Lynnwood Public Library District

www.glpd.org

Indian Trails Public Library District

www.indiantrailslibrary.org

Lincoln Township Public Library

www.lincolntownshiplibrary.org

Marshalltown Public Library

www.marshalltownlibrary.org

Millville Free Public Library

www.millvillelibrary.org

Mount Prospect Public Library

www.mppl.org

Niles-Maine District Library

www.nileslibrary.org

North Chicago Public Library

www.ncplibrary.org

Orange City Public Library

www.orangecitylibrary.org

Orland Park Public Library

www.orlandparklibrary.org

Paw Paw District Library

www.pawpawlib.org

Plainfield Public Library

www.plainfieldpubliclibrary.org

Project Management

Weblinx has the experience and personnel to see that the project is completed in a timely fashion. Joe Chavez, our Project Manager, and Rick Pawela, our Art Director, will organize the distribution of work to the Weblinx design team. A staff designer will be selected to create the **Pound Ridge Library** initial custom home page design concepts.

Upon project initiation, a timeline will be presented to **Pound Ridge Library** with important milestones for the project. Theresa Kuhl, Sales and Digital Marketing Manager, will work directly with the **Pound Ridge Library** staff to communicate project status updates and ensure all milestone goals are being met during the design, development, content migration, page building, and testing process.

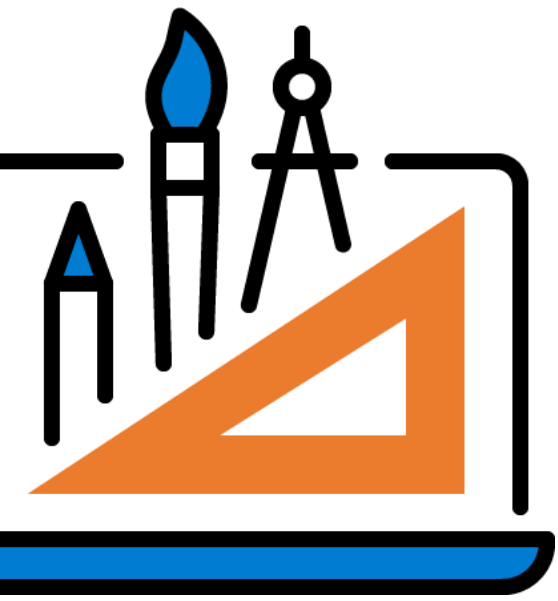
An initial project planning and discovery meeting will be scheduled at the preference of **Pound Ridge Library** and the Weblinx team. This discovery meeting will address organizational business goals, marketing objectives, and factors related to improving user interaction and engagement.

The discovery process will specifically address:

- Strategic Organizational Goals and Requirements
- Mobile-First Website Design Approach Related to User-Driven Journeys Based on Viewing Device
- Content Migration Strategy and Analytics Review
- Technical Review and Project Scope Definition (*Creative Project Brief Review*)
- Usability Review Related to User Personas, Audience, and Workflow
- Information Architecture (*IA*) and Navigational Structure Analysis
- Website Improvement Recommendations and Main Communication Goals

The Weblinx creative team will collaborate with the **Pound Ridge Library** staff so that we continue to acknowledge project goals and offer ongoing communication. Weblinx will be available for status update meetings throughout the design, development, and testing process. We will offer up to two (2) hours of toolset training with the **Pound Ridge Library** staff before and after the launch of the new website.

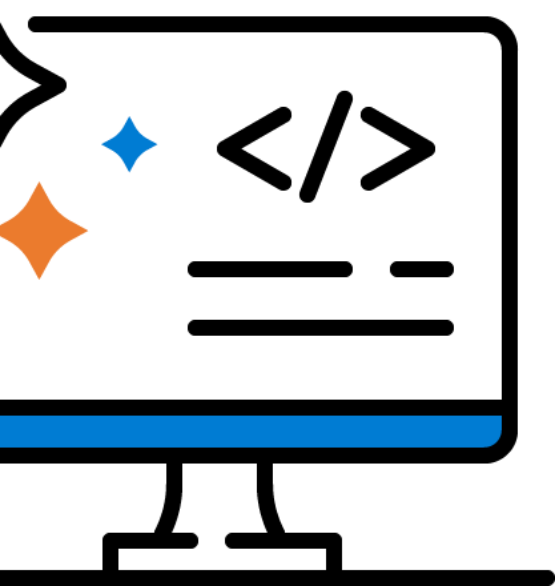
Our Process



Phase 1: Full Custom Design, Revisions, and Site Interactivity

Following the project kick-off and discovery meeting, Weblinx will offer custom desktop and mobile home page design concepts from a staff designer using mobile-first, responsive web design for scalable viewing on portable devices. The design concepts will be based on the information gathered and priorities established during the project discovery meeting with **Pound Ridge Library** staff, and through careful review and discussion of the project creative brief.

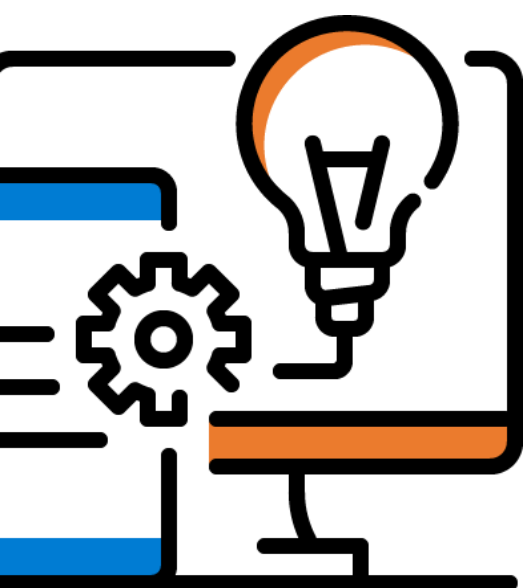
The home page design concepts will go through an extensive revision process before the final designs are achieved. Custom desktop and mobile internal page designs will be completed following home page graphics approval and a consistent theme will be carried throughout the website.



Phase 2: Full Content Integration to Include Client Customizations

After the static designs have been approved, Weblinx will take the graphics and build the custom code for the site. Weblinx will build all necessary pages of website content with migrated and/or customer supplied new content. Additional functionality and customizations will be implemented at this time. A demo site will be created and sent to **Pound Ridge Library** for review and feedback.

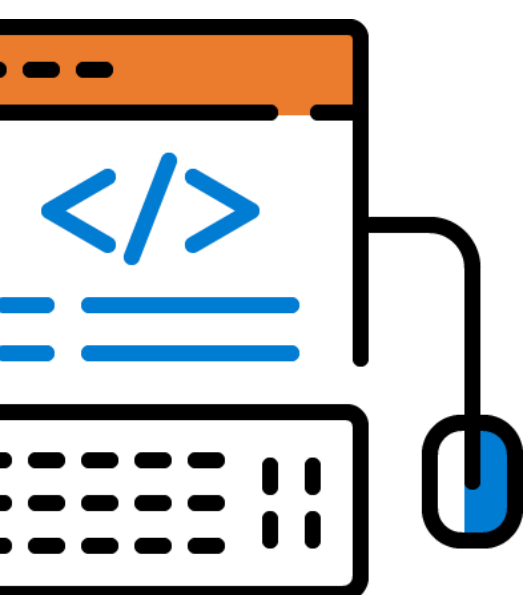
Our Process (continued)



Phase 3: Training, Site Enhancements and Testing

Following the build of the website, Weblinx will train **Pound Ridge Library** staff members on how to use the WordPress Content Management System and all associated plug-in technology. Weblinx will work closely with **Pound Ridge Library** staff to make enhancements to the existing areas of the website for improvement of the formatting and overall look.

Weblinx engages in extensive beta testing and editing throughout this phase by running the site through automated tools and manually checking to ensure all functionality is working per our high performance standards. The site will be cross-platform browser tested to ensure compatibility on a wide variety of displays, devices, and operating systems prior to launch. We have developed code that is future-proof to combat future device changes.



Phase 4: Final Review and Project Completion

Customer completes a final review and approves the website for public launch. Weblinx makes any final edits and continues to test the site prior to launch.

Following the website launch, Weblinx administers the following optimization strategies to ensure top search engine rankings and performance: Unique ALT Tags, Page Titles, Meta Descriptions, Live Text Navigation, Section 508 Accessibility Compliance, Website Speed Optimization, XML Sitemap Creation, and SSL (*https*) Page Encryption with Hosting Plan. Weblinx will continue to monitor and link test the **Pound Ridge Library** website for a 30-day period following project completion and the launch of the new site.

Scope Summary

Pound Ridge Library's digital marketing deliverables will consist of the following components:

- ✓ Creative Brief to Be Distributed and Reviewed with **Pound Ridge Library** Staff
- ✓ Assist **Pound Ridge Library** with Site Map and Information Architecture
- ✓ Make Layout (*User Experience*) Recommendations for Site Based on Evaluation of Current User Journeys and Best Design Practices
- ✓ Custom Desktop and Mobile Home Page Design Concepts with Design Revisions
- ✓ Custom Desktop and Mobile Internal Page Design Concepts with Design Revisions
- ✓ Code Website Utilizing Responsive, Mobile-First, User-Centered Design Approach w/AMP Elements for Quick Load Time
- ✓ PWA (*Progressive Web Application*) Code for Native, App-like User Experience to Cross-Platform Web Applications
- ✓ Integrate WordPress Content Management Solution (v 6.3.1)
*The WordPress CMS platform is Open Source and based on PHP and MySQL, and has many features including plug-in architecture and template systems. All navigation is automated based on simple selection criteria and a user friendly dashboard. New pages can be added at any time and edited through the use of a WYSIWYG content editor. This editor can be customized and will be structured to meet **Pound Ridge Library's** specific needs. For instance, permissions may be set up so that staff members may submit to a supervisor for approval prior to publishing. The **Pound Ridge Library** staff will have the ability to edit pages and scale images, post current news releases, announcements, PDF/JPG/GIF documents, links, and highlight important text live from the frontend with unlimited concurrent editors using browser based administration.*
- ✓ Use Appropriate Navigation for the Website (*Dropdowns, Sticky, Mega Menu, Breadcrumbs, etc.*)
- ✓ Upcoming News and Events Listing on Home Page

Scope Summary (continued)

- ✓ Digital Resources Library Section
- ✓ Meeting Minutes and Agendas Section
- ✓ Board Meeting Audio Recordings (*Third Party*)
- ✓ Prominent Catalog and Website Search Feature
- ✓ Create Rotating Slideshow on Home Page of Website w/Auto Expire Content
- ✓ Carousel of New Arrivals / Staff Picks on Home Page
- ✓ Online Form and Survey Building Tool (*Ninja Forms*) + Build All Online Forms for the Site
- ✓ Calendar of Events (*Modern Tribe*)
- ✓ Event Registration w/Event Espresso Integration
- ✓ Emergency Alerts Banner Feature
- ✓ Link to All Other Third Party Database Systems As Required (*WLS, etc.*)
- ✓ E-News Sign Up Via Third Party System
- ✓ Newsletter Archive
- ✓ Build All Necessary Website Pages
- ✓ Social Networking Site Links
- ✓ Set Up All Page Redirects
- ✓ Implement Google Analytics To Monitor Website Statistics
- ✓ Implement Organic SEO Strategies To Assist with Search Engine Placement (*Yoast SEO*)

Scope Summary (continued)

- ✓ Test Site for Optimum Performance Prior to Launch Using Google PageSpeed Insights and Lighthouse Tools
- ✓ Implement Website Page Speed Optimization Strategies to Increase Image Load Time (*WordPress Smush Image Compression, WordPress Super Cache, HTTP/2 Support, Auto Generate WebP Images, Lazy Load Images, Concatenate & Compress CSS and JavaScript if Required*)
- ✓ Engage In Extensive Beta and Cross-Platform Browser and Operating System Testing Throughout Building Process, in Beta Environment, and Following Launch to Ensure Site Works Across All Web Browsers, Operating Systems and Screen Resolutions (*Chrome 109+, Firefox 111+, Safari 15.6+, Edge 111+, Opera 96+*), and Incompatible or Legacy Browsers As Needed (*Windows 10+, iOS 15+, iPadOS 15+, macOS 11+, Android 10+, and Linux*)
- ✓ WCAG 2.1 Level AA Accessibility Compliance Standards Used
*Weblinx builds all websites in compliance with Section 508 of the Americans with Disabilities Rehabilitation Act. This compliance is directly responsible for and meets all Federal government agency web accessibility guidelines. To achieve this end we provide descriptive and blank ALT Tags for all images, text/descriptions for audio/video files, text based menus, TH tags / SCOPE tags on tables, appropriate header tags, use role/aria parameters, use screen-reader only labels, and use em/rem units to ensure theme is navigable by keyboard alone. Weblinx will train the **Pound Ridge Library** staff on how to keep the site within these guidelines. Weblinx will test the site with Pa11y and AChecker prior to launch to ensure full compliance.*
- ✓ Train the **Pound Ridge Library** Staff on the WordPress Content Management System, All Associated Plug-in Usage, and Google Analytics With Supporting Documentation Provided (2 Hours)
- ✓ Launch One Responsive and ADA Compliant Website for the **Pound Ridge Library**
- ✓ Continue to Monitor and Link Test the **Pound Ridge Library** Site Following Launch (30 Days)

Project Work Plan and Timeline

Phase 1: Custom Website Design

Design **Pound Ridge Library** website with Weblinx expert user experience design team.

- Creative Brief Review and Project Discovery
- User Experience Design Review and Recommendations
- Desktop and Mobile Home Page Designs Concepts w/Design Revisions
- Desktop and Mobile Internal Page Design Concepts w/ Design Revisions
- Provide Detailed Project Schedule to Client

Phase 1 Timeline: 6 Weeks

Phase 2: Full Content Integration to Include Client Customizations

- Code Website Utilizing Mobile-First, Responsive Design Approach
- Integrate WordPress CMS
- Use Appropriate Navigation
- Home Page Rotating Image Area
- Upcoming News and Events Listing on Home Page
- Prominent Catalog and Site Search Feature
- Meetings and Agendas Archive
- Newsletter Archive
- Online Form Building Tool + Build All Online Forms
- Calendar of Events w/Modern Tribe
- Event Registration w/Event Espresso
- Board Meeting Audio Recordings (*Third Party*)
- Carousel of New Arrivals / Staff Picks
- Emergency Alerts Banner
- Link to All Third Party Database Systems As Required (*WLS, etc.*)
- E-News Sign Up
- Build All Necessary Website Pages
- Social Networking Site Links
- Google Analytics Integration
- Section 508 Accessibility Compliance Standard Used
- Usability Testing
- Working Demo Provided in Beta Environment

Phase 2 Timeline: 10 - 12 Weeks

Project Work Plan and Timeline

Phase 3: Beta Testing and Toolset Training

Train **Pound Ridge Library** staff on the WordPress CMS and all plug-in technology, and provide supporting documentation. Assist with making all necessary enhancements to formatting and overall look. Test site on multiple browsers and operating systems. Troubleshoot any questions posed by client during the training, revisions, and testing process.

Phase 3 Timeline: 2 - 4 Weeks

Phase 4: Project Completion

Customer sign-off upon completion. WordPress CMS and document management training continues if needed. Submission and optimization to Search Engines.

- Testing Continues
- Set Up All Page Redirects
- Unique Page Titles and ALT Tags
- Meta Descriptions
- Live Text Navigation
- XML Sitemap Creation
- Implement Organic SEO Strategies To Assist with Search Engines
- Website Speed Optimization Strategies Implemented / Google PageSpeed Insights and Lighthouse Performance Testing
- Run Site Through Pa11y and AChecker to Ensure Compliance
- Launch One Responsive & ADA Compliant Website

Phase 4 Timeline: 1 Week

Timeline for Completion of the Pound Ridge Library Website

Project: 19 - 23 Weeks



Pricing Schedule

Deposit: \$4,488.75

Phase 1

Project Discovery, Custom User Experience Design

Installment 2: \$4,488.75

Phase 2

Custom Build, WordPress Content Management System Integration, Content Migration

Installment 3: \$4,488.75

Phase 3

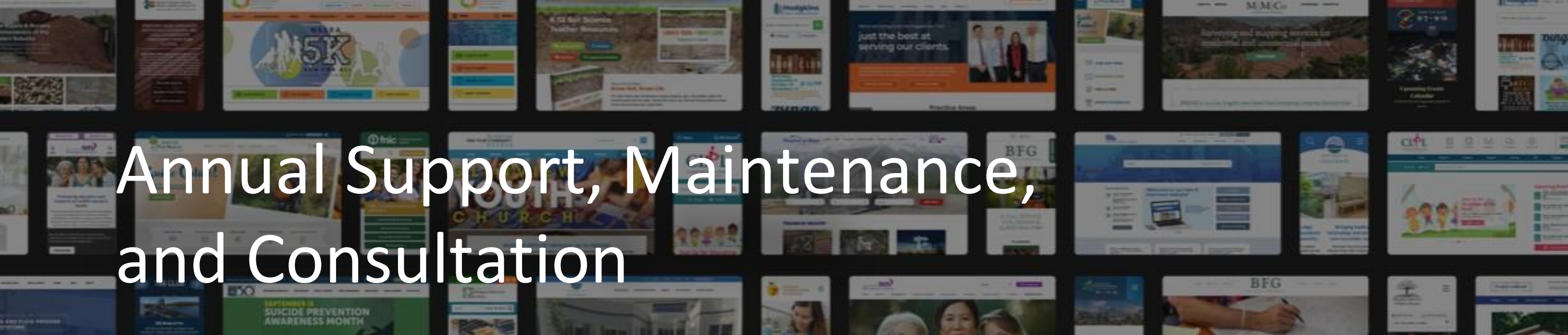
Demo Review, Testing, Training, and Revisions

Final Installment: \$4,488.75

Phase 4

Add'l Testing, Training, Revisions, Page Redirects, and Site Launch

Total Pound Ridge Library Project Investment: \$17,955 (133 Hours @ \$135/Hour)



Annual Support, Maintenance, and Consultation

Weblinx develops websites that are easy to maintain for our library clientele. We have included two (2) hours of technical assistance, maintenance, and support to the **Pound Ridge Library** staff for 30 days following the completion and launch of the new website.

Weblinx will offer annual website hosting for the **Pound Ridge Library** site if required. WordPress CMS and plug-in security maintenance may also be provided to ensure software versions are current. Regular backups and security audits may occur at a maximum of once per day and at a minimum of once per week with the website hosting plan.

Dedicated account support, maintenance and consultation management plans are available after the 30-day support period as outlined in Additional and Optional Fees in this proposal. Various maintenance plans are available, and may cover website upgrades, site maintenance, ongoing conversation and continued recommendations for improving the website as new technology and applications are available.

Annual page speed optimization, which includes server-side and coding updates, along with accessibility reviews and updates may also be conducted on the site. We will keep **Pound Ridge Library** abreast of any impactful Google algorithm changes and update the site in conjunction with these changes to improve results and keep the site performing at its best.

Weblinx normal business hours are Monday through Friday from 8 AM to 5 PM CST. Our main office line is 630.551.0334. In case of emergency, a 24-hour hotline is available at 630.551.0334 x218. We will respond to problem requests within four (4) hours, and resolve problem requests within 24 hours of receiving the request.

Additional, Optional, and Hourly Fees

Website Hosting - Annual

Weblinx will provide **Pound Ridge Library** with a hosting plan that meets the organization's specific needs. Our servers are located in an IBM facility with 24/7/365 accountability. Weblinx servers are linked to the best network in the industry with unrivaled connectivity and an array of Tier One Providers that sets them apart. The robust network and infrastructure guarantees maximum up time and superior performance. This includes six 2 megawatt back-up power generators, over 3,000 tons of cooling capacity, 13 separate fiber ring connectivity and up to OC-192 connection. (See www.myweblinx.net for more information on Weblinx website hosting plans).

Starting at \$300/year

Annual WordPress CMS and Plug-In Security Maintenance

Weblinx will perform WordPress CMS and plug-in security updates on the **Pound Ridge Library** website as new versions are released to minimize website vulnerability.

\$250/year

Daily Website Backups

Add-on to web hosting plan upon request.

\$120/year

Annual Technical Support and Site Maintenance

As Needed Basis
10 Hours Per Year
20 Hours Per Year

\$135/hour
\$110/hour
\$100/hour

Hourly Rates

Programming / Training
Front End Development
Search Engine Marketing Services
Video, Audio, or Animated Enhancements
Web Design or Graphic Design Services
Professional Copywriting / Copy Editing (SEO-Friendly)
Social Media Management

\$135/hour
\$135/hour
\$135/hour
\$135/hour
\$135/hour
\$135/hour
\$135/hour

References

Marshalltown Public Library

Sarah Rosenblum, Library Director
105 West Boone Street, Marshalltown, IA 50158

T: 641.754.5780
E: srosenblum@marshalltown-ia.gov
www.marshalltownlibrary.org

Client Since 2017

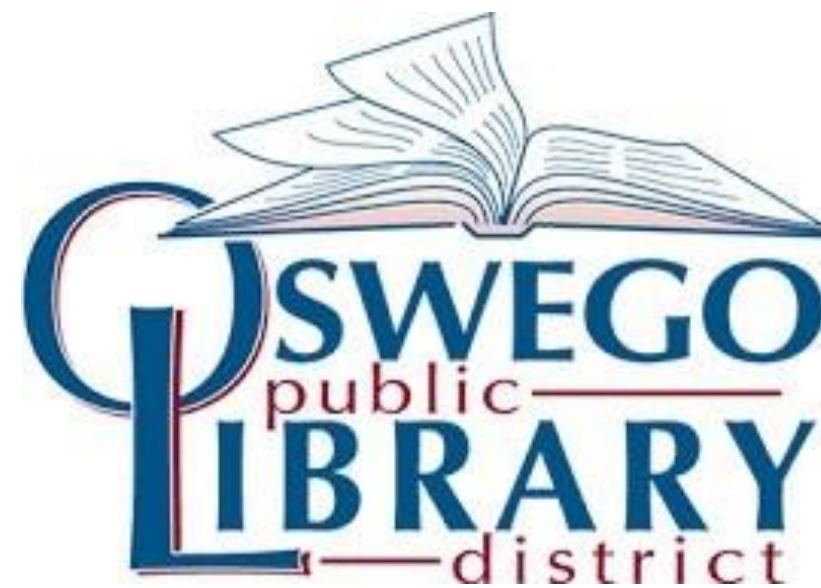


Oswego Public Library District

Sarah Skilton, Library Director
32 W. Jefferson Street, Oswego, IL 60543

T: 630.554.3150
E: sskilton@oswego.lib.il.us
www.oswego.lib.il.us

Client Since 2003



Plainfield Public Library District

Lisa Pappas, Library Director
15025 S. Illinois Street, Plainfield, IL 60544

T: 815.436.6639
E: lpappas@plainfieldpubliclibrary.org
www.plainfield.lib.il.us

Client Since 2008



Terms & Conditions

Standard Payment Plan

The **Pound Ridge Library** website design project total is \$17,955. A deposit in the amount of \$4,488.75 will be due to initiate the project. The remaining balance of \$13,466.25 will be invoiced over three remaining installments, with \$4,488.75 due per installment. If hosting with Weblinx, the web hosting fee (*starting at \$300/year*) and the WordPress CMS and plug-in security maintenance fee of \$250/year will be invoiced following the launch of the website and annually thereafter. Extended payment plans are available. Payments may be made payable to Weblinx, Inc.

Default of Payment

In the event of default of payment, customer agrees to pay all cost of collection, including a reasonable attorney's fees. Venue for litigation arising between the parties to enforce the terms of this agreement shall be fixed in the 16th Judicial Circuit, Kendall County, Illinois.

30-Day Grace Period

Weblinx will administer up to 2 hours of standard text and photo changes on the website up to 30 days following the website launch. Layout, programming changes, or abundant page additions will require an additional fee billable at \$135/hour. The **Pound Ridge Library** will be notified if and when additional fees are required. Maintenance plans are available for purchase after the 30 day grace period.

Deliverable Ownership

Pound Ridge Library will own all rights to the content and source code of the website.

Work

Weblinx will take responsibility for the quality and timeliness of the work produced. We have allotted a total of 133 hours for completion of the scope deliverables. If the actual duration of the work exceeds the estimated number of hours allotted to complete the work, Weblinx has the right to review the project scope and additional fees may apply.

Graphics Approval

E-mail approval of graphics is required to build the website.

Let's Get Started

Expiration

There is a 30-day rate lock on this agreement, from the date indicated below. After this period of time, Weblinx has the right to alter fees based on the going rates for service.

Hold Harmless / Indemnification

The customer agrees it will indemnify and hold harmless Weblinx from and against all losses, claims, suits or other legal expenses of any nature imposed upon or brought against them by reason of any act of omission by customer/ client or its agent or employees in the course of performing the work of providing the services that are the subject of this contract. Any losses will be limited to the amount of the work order/proposal.

Customer has caused this agreement to be effective as of the date indicated below. Please authorize this page and return to Weblinx, Inc. Thank you for your business.

Jennifer Coulter, Director

Pound Ridge Library

271 Westchester Avenue
Pound Ridge, NY, 10576

For Pound Ridge Library:

[Signature Line]

Signature
Date

**Theresa Kuhl, Sales and Digital Marketing
Manager**

Weblinx, Incorporated

165 Kirkland Circle
Oswego, IL 60543

For Weblinx:

[Signature Line]

Signature
Date 10/6/2023