

PROPOSAL FOR WEBSITE DEVELOPMENT AND MAINTENANCE

J.Scott Design web design/development

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Society of Government Meeting Professionals (SGMP) – Rocky Mountain Chapter

The design and development of the SGMP website will comprise of the following modules of development:

- **Design and development of public facing website** including site analytics, site design, content development and rotating ad banner system with navigation
- **Development of Content Management System (CMS)** to enable site administrator to make changes to text, images, hyperlinks, documents, etc.
- **Development of meeting registration system** with payment gateway interfacing directly with bank account to accept credit card payment information

Technologies used:

- Visual Studio 2008 Integrated Design Environment (IDE)
- ASP.NET Framework
- SQL Server Database Management
- Adobe Dreamweaver – XHTML and CSS Creation Tool
- Adobe Flash – Motion Graphics Creation Tool
- Adobe Fireworks – Web Graphics Creation Tool

Design and Development of Website

The design of the website will be created with the target audience in mind and under the direction of the SGMP web administrator. The website design and development will be composed of the following elements:

- Built to most current web standards and practices with user-friendly interface as top design priority
- Construction of unlimited content pages
- Implementation of Analytics tool to track site traffic and search engine ranking
- Creation of Rotating Ad Banner system with navigation to allow users to scroll through ads and redirect to Ad holders website

Estimated cost of this module:

\$40 hourly rate X 18 hours of build time = **\$720**

Development of Content Management System (CMS)

The Content Management System will allow the site administrator to make changes to site content without needing any programming or web design knowledge. The CMS will include the following features:

- Ability to change text and images using a Microsoft Word – Type editor interface
- Password protected and highly secured
- Ability to upload and link to MS Word, PDF, etc. documents
- Creation and deletion of content pages

Estimated cost of this module:

\$40 hourly rate X 20 hours build time = **\$800**

Development of Meeting Registration System

The Meeting Registration System will allow the site administrator to fully control the setup and tracking of meeting events and credit card payments received. The Meeting Registration System will include the following features:

- Ability to accept credit card payments through a secure payment gateway and process payments directly to bank account
- Allow site administrator(s) to create/update/delete new events and send automated confirmations/cancellations through system
- Give administrators ability to customize registration fields and ability to generate specialized reports

Estimated cost of this module:

\$40 hourly rate X 26 hours build time = **\$1040**

Total Proposed Project Cost: \$2560

Proposed Timeline: Project completed and launched June 1, 2010

Additional site maintenance fees: \$40 per hour