



## Web Development Plan For

# PACIFIC COUNTY HEALTH DEPARTMENT

### Needs Assessment

Current County site/page is inadequate; build standalone site with custom domain. Additional features requested:

- Inline & pdf forms
- Allow site owner(s) to edit content and update directly
- Clean lines in design should rely on new logo for inspiration
- Accommodate sub-site feel for departments; some with unique branding/identity.

### Solution

- ✓ Re-create site with WordPress, the #1 open source, database-driven software of its kind
- ✓ Add blog engine for posting of emergency and media updates to keep website content fresh
- ✓ Provide training in WordPress and, optionally, SEO maintenance, to enable the client to self-edit/publish
- ✓ Provide page layout for pre-defined page outline, using client-delivered content
- ✓ Provide Search Engine Optimization
- ✓ Provide ongoing maintenance to keep the site in top order

### Site Design & Essential Development (One-Time Fees)

☒ **WordPress installation, "out of the box" theme configuration and basic training.** Includes:

Google site map plug-in	Search feature	Akismet spam filtering
Google Analytics	Site Editing Tools	Lightbox and other AJAX features

...and a host of other tested and beachdog-recommended plug-ins for the program, plus a 45-minute one-on-one training session (over phone, Skype, or in our office) which has proven to be plenty for most clients. On-site training *may* be available for an additional fee.

\$ 400.

☒ **Design.** We design a custom look and feel for your site, based on your existing branding. Includes a half hour design meeting and proven design process.

\$ 800.

We'd be happy to work with you to translate your new logo to print applications (rack cards, letterhead, labels, business cards, etc.). Developing these projects costs less when they're ordered at the same time as your website.

☒ **Page Development.** 37 pages planned; see the attached site development outline for details.

\$1500.

**Total for Site Design & Essential Development: \$2700.**

### Change of Scope

Work outside our agreement will be agreed upon before completion and billed as quoted.

**Site Marketing: Basics**

We strongly recommend your putting your web address on ALL your print material, on your answering machine, and anywhere else you can imagine.

The strongest return on investment we can recommend is in working toward developing targeted linking partners. Request that businesses and organizations link to you with a recommendation instead of just a simple link and offer the same in return. Links given to us within 30 days of site launch will be added to your site at no additional charge.

*Please inquire if you are interested in Social or other Online Marketing plans.*

\$ 0.

**Site Marketing: Search Engine & Social Optimization**

We believe all sites should have a basic level of optimization to make them "search engine and social friendly". We offer our most basic Search Engine and Social Optimization packages at a way below industry rate for new site builds because we believe it is *that* important. After all, your page titles and descriptions are what appear in search engines, and when people link to your page or post on facebook or other social media. It's critical that they reflect you well. If being found in the search engines is a part of your marketing plan, the art of creating titles and descriptions *intelligently* makes all the difference in the world to your success.

**Choose One:**

- ☐ Whether I am found in the search engines, and how my site looks there, isn't relevant. Do nothing. \$ 0.
- ☐ How I'm found in the search engines isn't part of my marketing plan but how links to my site appear on facebook, Google, etc. is definitely important. Give me great titles and descriptions, but don't worry about search terms. \$ 125.
- ☒ The search engines matter to me. I'll give you a list of terms I believe our target customers would type into a search engine. My list should be prioritized with the most important terms at the top. Do the research to choose, from my list, the six (sometimes more) terms you believe will give me the most customers looking for my products and services. Optimize my site for these phrases visibly and "behind the scenes", including creating page titles and descriptions, and potentially re-wording any aspect of my site to use these phrases well. **\$ 300.**

**Note** that Site Marketing has not been added to your total; check the box you prefer in this section and add the amount to your total on page 4.

**Domain Name (essential; annual renewal)**

You can manage domain renewals on your own or we can take care of them on your behalf. We recommend keeping your registration paid 5 years into the future. Doing so gives you a better price and makes the search engines take you more seriously. If we manage your domain, you can pre-pay years at any time; we will notify you if your registration is within 30 days of expiration. **Domain preferred:**

1 www. \_\_\_\_\_ .com

2 www. \_\_\_\_\_ .com

3 www. \_\_\_\_\_ .com

☒ **Total** number of years you would like to register this domain: 5

\$ 77.

**Note** that Domain Name Registration has not been added to your total; check the box you prefer in this section and add the amount to your total on page 4.

# Years	Fee
1	\$ 17.
2	\$ 32.
3	\$ 48.
4	\$ 65.
5	\$ 77.
6	\$ 92.
7	\$107.
8	\$116.
9	\$122.

**Domain-Based Email Forwarders** Included in your hosting agreement. Use additional sheet or email for more. \$ 0.

Name	Email Address	Mail is Redirected To...
beachdog.com staff	webmaster@YOUR-DOMAIN.com	webmaster@beachdog.com

### Hosting (essential; annual renewal)

We choose hosts based on reliability, flexibility and extras like online statistics and access to server-side programs. Using our host makes many of our services less expensive because the back-end programming is set up. Your site will live on a server computer with only beachdog.com-created sites and only our techs and the hosting provider techs have access to the hosting computer. The annual fee includes up to 100 MB of site space, 1000 MB bandwidth, unlimited domain-based email aliases and online statistics. You may park additional domains on the same site at no additional charge. Email accounts are included (up to 10), however be advised we do not offer 24/7/365 tech support for them.

☒ For the size of site and amount of traffic we expect, plan on an annual fee of... x 5 years \$ 160.

### Maintenance (annual renewal)

#### Choose One:

☐ **None:** Risk letting the programming for your site grow outdated and, when you want to add a feature, plan on it costing more as we'll likely need to do some upgrading and other site maintenance in order to fulfill such requests. \$ 0.

☐ **Basic:** Purchase a Basic Annual Maintenance Plan. With this plan, we will Quietly and regularly upgrade your site's software, and its associated plug-ins, as updates become available. This keeps the code of your site in top order, which search engines like and which saves you unexpected expenses when you call for what would otherwise appear to be minor changes. And, you never risk upgrade conflicts by attempting to make these necessary improvements on your own. Regular data backups are also included. \$ 300.

☒ **Bundled:** SAVE ON TECHNICAL QUESTIONS, CHANGES AND ADDITIONS! Includes the Basic Annual Maintenance Plan, PLUS one hour each month dedicated to your questions, concerns, changes, additions – whatever you need relating to your website. Note that this time must be used monthly and cannot accrue. The annual fee reflects an estimated 50% discount over purchasing these services ala carte. x 3 years \$ 450.

**Note** that Maintenance has not been added to your total; check the box you prefer in this section add the amount to your total on page 4.

### Project Summary

• Site Design & Essential Development (One-Time Fees)	\$ 2700.
• Site Marketing: Search Engine & Social Optimization	FILL IN > \$ <u>300.</u>
• Domain Name (annual renewal) x <u>5</u> years	FILL IN > \$ <u>77.</u>
• Hosting (annual renewal) x <u>5</u> years	\$ 160 x 5 = 800
• Maintenance (annual renewal) x <u>3</u> years	FILL IN > \$ <u>1350</u> (450 x 3)
<b>Project Total:</b>	FILL IN > \$ <u>5227</u>

### Provided by Client

- **Point person(s).** You appoint one person to work with us, approving changes and providing new material. If absolutely necessary, you may appoint one key point person and then one for each department. However, if you do this, the overall point person must relinquish control of what the department point person(s) control. In other words, only one person has final say for any given aspect of the project.
- **Text, photos and other site content.** We will work with you, upon request and at no additional charge, to make your site text 'web-friendly' and with a consistent voice. There is no additional charge for links, or for doc, xls or pdf downloads provided by you.
- **Key phrase list.** We will get the best result for the top six, so prioritize your list!
- **Fee:** Down payment of 50% the project total is due to start work. Balance due at site launch, net-15.

### Proposed Timeline

We will schedule your design start date when a signed work agreement and down payment are received.

**Before your start date:** You assemble all of the site content and approve or change the site outline. We are happy to assist with this process, upon request. **All site content should be in our hands by the design start date.** With this in mind, please indicate your preferred date:

You can expect to see a first draft of your new site design within 10 business days of your start date. This phase can take anywhere from a few days to a month or more, depending on the number of changes you require based on the first draft. Once the site design is approved, site content is inserted and the site is built. The speed at which the site develops will be driven by the speed with which you can give us the needed content. *If we are in possession of all content on the start date, most sites are ready for launch within 2-3 weeks.*

**To Begin Work**

1. Review and/or check the boxes above next to items you authorize.
2. Complete and/or verify your business information, below.
3. Return one copy of this agreement, signed below
4. Return a signed copy of the enclosed Hosting Terms of Service.
5. Submit payment equal to 50% of the total agreement cost. The balance will be due at site launch.

Business Name	Pacific County Public Health and Human Services Department		
Mailing Address	PO Box 26, South Bend, WA 98586		
Physical Address	1216 Robert Bush Drive, South Bend, WA 98586 7016 Sandridge Rd., Long Beach, WA 98631		
Authorizer Name(s)	Kathy Spoor, Director		
Other(s) Authorized	Tara Haro, Mary Goelz, Faith Eldred, Tia Chanel, Melissa Sexton		
Business Phone	360.875.9343	Fax	360.875.9323
Cell	360.580.4789	Home	360.875.5017
Email Address(es)	kspoor@co.pacific.wa.us   tchanel@co.pacific.wa.us   tfinch@co.pacific.wa.us mgoelz@co.pacific.wa.us   ftaylor@co.pacific.wa.us   msexton@co.pacific.wa.us		

**Agreement**

*This is to verify that I, representing PACIFIC COUNTY PUBLIC HEALTH & HUMAN SERVICES DEPARTMENT, have the authority to enter into this contract, have thoroughly reviewed and approved the project materials described above and attached. I agree to the terms and conditions stated. I am the person with the final decision-making authority on all phases of this project. I further acknowledge that any mistakes or preference changes may alter the delivery date and/or incur further costs. My final payment will serve as my approval of the completed work, at which point beachdog.com, Inc. transfers all rights to PACIFIC COUNTY PUBLIC HEALTH & HUMAN SERVICES DEPARTMENT.*

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 Signature

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 Date

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 Title

If you have any questions about the work outlined, or would like to discuss modifications, please contact 360.642.4431

- ☒ Keleigh Schwartz woof@beachdog.com Keleigh can answer any pre-agreement questions
- ☒ Sabrina Kent sabrina@beachdog.com Sabrina will be your project manager once down payment is made
- ☒ Vicki Moser vicki@beachdog.com Vicki will be designing your site
- ☒ Ethan Seifert ethan@beachdog.com Ethan will be building your site
- ☒ First Available: webmaster@beachdog.com



# Pacific County Health Department Site Development Outline

May, 2011

[M]=Main Navigation (14 pages)  
[S]=Sub-navigation (23 pages)  
[C]=page content (not a page)

## Pages Common to All Depts.

- Home [M]
- Site Map [M; access through footer link]
- Privacy/©/Credits [M; access through footer link]
- Custom Error Pages
- About [M]
- FAQ [M]
  - Request Birth or Death Certificate (form) [C]
  - WIC [C]
  - Family Planning and Immunization [C]
  - DCD for food handlers [C]
  - DCD for restaurant complaints [C]
  - DCD for septic questions [C]
  - DSHS for cash grants/welfare [C]
  - DSHS for food stamps [C]
  - DSHS for Medicaid [C]
- Contact (incl info & form) [M]
- Clinic Locations & Hours [M]

## Common to All Pages

- Design based on new logo
- Google Translation
- Links to key partners
- Want to Get Involved? (info/links to coalitions) In the News" area for press releases
- Emergency Preparedness Updates area
- Mission/Vision
- Contact Info
- Sidebar teasers for: WIC, Family Planning and Immunization, DCD for food handlers, restaurant complaints, and septic questions, and DSHS for cash grants/welfare, food stamps and Medicaid

## Human Services [M]

- Developmental Disability Services [S] Content of page incl: Coastal CAP, Coast Rehab, Pacific County (incl DD Handbook), Social Rec, DD Newsletters

- Substance Abuse Treatment. [S] Content of page incl: Evaluation, Treatment, including links to WBH, ESD 113/True North Student Assistance Program, Drug Court
- Substance Abuse Prevention (S) content of page incl: Community Mobilization/Coalitions (link to WellSpring and North County group), Meth Action Team, Girls Circle, Project Northland, Class Action, Adventure Day, TATU, Parenting Programs
- Human Services Advisory Council (S) content of page to include mission/vision/goals/objectives, millage, Suicide Prevention.

## Public Health Services:

- Intro/overview page [M]

## County Data, Assessments and Reports [M]

## Communicable Diseases [M]

- Immunization Schedule [S]
- Reportable Disease List (s)
- HIV/AIDS (s)
- Environmental Health (link to DCD) (C)

## Emergency Preparedness [M]

- Plans MRC [S]

## Family & Child Health [M]

- Welcome Home [S]
- First Steps [S]
- Family Planning [S]
- Public Health Nurse Home Visits [S]
- Children with Special Health Care Needs [S]
- WIC [S]
- Peer Counseling [C]
- Healthy Beginnings [C]
- Loving Your Family, Feeding Their Future
- Oral Health Program [S]
- School Health Program [S]
- Parenting [S]
- Cross link to Healthy Communities [S]

## Breast & Cervical Health [M]

## Health Education & Promotion [M]

- Tobacco [S]
  - [C] TATU, 901, BIIS, Quit Line. Link to Human Services page for drug/alcohol
- Project Northland (link to Prevention under Human Services)
- Suicide Prevention (link to Human Services: Millage)
- Healthy Strides [S]
- Healthy Communities [S]
  - Overview [S]
  - Mission/Vision [S]
  - Partners [S]
  - Data [S]
- Projects [S]
  - Drug & Alcohol Prevention (link to Wellspring) [C]
  - Physical Activity (list of links) [C]
  - Nutrition (list of links) [C]
  - Tobacco Prevention (list of links) [C]
  - Worksite Wellness (C)
  - Coordinated School Health (C)
  - Resources (list of links) [C]

## Vital Statistics [M]

- Birth certificate request [S]
- Death certificate request [S]