

# Web Development Briefing & Proposal

## LET'S GET STARTED!

I have put some notes together for the design of your website. I made sure to keep in mind your vision and needs for your business and the optimal direction for your digital presence. Please carefully read this document and supply me with feedback. If I've gone down the wrong path somewhere, I need to know so I can get on track before I get going on strategy, design, content, and development. I look forward to diving into this project and designing a website and blog that will serve you for years to come!

*- Damien Cross*

## BUSINESS SUMMARY

The Johnson Creek Watershed Council is a 501(c)(3) non-profit organization founded in 1995 and based in Portland, OR. The Council engages in science-based watershed restoration with the help of the community and is currently managing two outreach projects for a restoration project at the Leach Botanical Garden

## Project Background

The back 5 project was conceived in 2018 as a living laboratory to provide science and mindfulness experiences through a habitat restoration project with BIPOC youth. The 3 acres that were previously a pig farm are being transformed into a healthy native ecosystem and urban field station. These five partner project includes The Blueprint Foundation, The African Youth and Community Organization, Wisdom of the Elders, Leach Botanical Garden, and the Johnson Creek Watershed Council. The approach is to use

a living laboratory model, STEM concepts and education, and mindfulness techniques to foster a safe and representative learning environment for historically and continually marginalized groups. While restoring the land, the youth are participating and learning about tracking the success of the project. An emphasis is placed on culturally matched educators, and many mentors from within the groups have trained to lead these activities. Projects to date have included Traditional Ecological Knowledge, plant transects, amphibian and macroinvertebrate surveys, and mindfulness activities like forest bathing and sound mapping. Outreach materials are needed to share this project with the surrounding community, celebrate our accomplishments, invite new partnerships and directions, and build the capacity to continue the work.

## **BUSINESS GOALS**

Your organization wants to create a website, news outlet, and online resources hub that will help in promoting, archiving, fundraising, and sharing information that is crucial to the organization and project.

## **USER PROFILE**

- Environmentalists
- Students
- Organizations
- Oregon Residents
- Activists
- SE Portland Residents
- Families
- Donators

## **USER NEEDS**

Your user needs to understand your organization's mission upfront and have access to video, and other resources. They also need to feel like they are connecting to science and nature by using the site.

## **FUNCTIONALITY**

Your website will function as an informational hub for your organization and utilize, blog, video, and calendar functionalities.

## **DESIGN DIRECTION**

Your design direction will emphasize a clean user experience with natural undertones that highlight your photos, video material, calendar, and blog posts.

\*If you want to create a design mood board we can work on that.

## **WEBSITE CONTENT**

Your website content will be provided by your organization.

## **SEO CONTENT OPTIMIZATION**

I will integrate a basic SEO setup during your web build to make sure the site is indexed properly during the design and initial content setup.

It Includes:

- Analytics set up
- Site submission to Google Search Console
- One Target Group of Keywords - Homepage -
- Title & Descriptions
- Meta Descriptions
- Basic Site map

*\*Please let me know if you are interested in learning more about the potential of SEO for your business and a monthly package.*

## **SOCIAL MEDIA & BRANDING**

Building the website is only part of the project. It will be important to understand social media posting and link building. It will help with your

- Branding
- Social Media Advertising
- Content
- SEO

## **ADVERTISING**

I don't think that your organization will be utilizing paid advertising but if you want or need to I can consult with you about that.

## SITEMAP

The Sitemap will be included as an XML file in the back end of the site

## HOSTING, MAINTENANCE & SECURITY

I recommend managed WordPress or a Cpanel that offers SSL. I would go with WP Engine.

## PRICE BREAKDOWN

- Website development: **\$5000.00**
- SEO Integration Set up: **\$1400.00**
- **Hosting and Maintenance: WP - Engine** "I will assist in setting up your hosting environment with their team"
- If you need help with technical stuff regarding hosting your site I can you a set up of **\$200.00** If you need ongoing maintenance or if you need to add pages after the site is live it can be hourly.
- **Optional: Monthly blog service guest posting. includes two focus keywords**
- **Training and consulting when the site is Live - additional training hourly**

## DESIGN DEVELOPMENT & TIMELINE

- Database & Infrastructure development
- Homepage design
- Subpage Design
- Functionality development
- SEO Integration basics
- Social media integration basics

## **LET'S START**

Before I can move forward with your website blog I will need your feedback on this document. If everything looks great, let me know! If you see some things that do not look right, I need to know that as well!

The next step will be getting a down payment and then getting the ball rolling on the style guide, design, and content integration.

Please share content through **Google Drive** where you can upload photos and other content. Within a few weeks of our initial meeting, receiving your feedback and the content I should have the first draft of your **homepage**.

When you approve that I will complete the rest of the site. You will have the chance to do revisions and I will also provide some training on your site.

If you decide on working with me on Advertising, Social Media Marketing, SEO, and Blog Guest Posting, we can have a more in-depth look at what your needs will look like. We can set up a monthly plan based on the budget that you want for your marketing.

*I look forward to speaking with you soon.*

**Damien Cross**  
**Wisdom of the Elders**