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Quote

Date November 17, 2014
Valid to December 16, 2014
Prepared for Graham Creek Nature Preserve
Leslie Lassiter

Challenge

Graham Creek Nature Preserve seeks to boost their online presence as one of the premier outdoor facilities in South Alabama. Marketing efforts are focused on the attracting visitors to enjoy the natural surroundings, educational opportunities, and entertainment. The park envisions future marketing efforts to encompass the properties new event center and Wolf Creek Park. Graham Creek Nature Preserve competes with several local city and state owned nature facilities to gain market share of the recreational consumer. The park is searching for methods to firmly establish itself as a series of unique outdoor parks attracting both local citizens and visitors of varying ages and interests.

Solution

Launch a responsive, search engine optimized website that ranks prominently among nature park competitors while incorporating compelling imagery and messaging. This will be achieved by creating a branded, fresh site. The new site would allow for easy modification of images, content, schedule of events, and pertinent points of interest.

Approach

Pink Fish Marketing will perform a complete overhaul of the existing site to accomplish the goals set forth in our discussions. This will include refreshing the look, feel and organization of the site. Through the creation of clean, crisp lines we will provide an organized site layout allowing consumers to easily access timely information.

The new website design will include refreshed content, vivid photography, and any changes requested during our future design meetings.

Website Pages

- Home Page
- Habitat/Nature – content and images of flora and fauna, photo gallery
- Events Facilities – description of facilities, rental schedule, photography, photo gallery, and link to Calendar
- Educational Resources – teachers plans, photos gallery from onsite educational classes
- Calendar of Events – color coded
- Blog – post relevant topics on site, what's in season, tips, etc.
- Recreation – FAQ's, trail & sports maps, features on various activities at facility; disc golf, archery, mountain biking, horseshoes, kayaking, pedestrian trails, and photo gallery
- Wolf Creek Park – single page with info on the new park and amenities (we recommend this breaks out to its own site in the future if space grows)
- Contact Us – form style, map, FAQ's



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Website Design & Development Plan

- Provide a custom conceptual design
- Develop a site usability/architecture study
- Includes a content management system (CMS) allowing users to update pages via protected logins
- Created with a mobile ready design for easy viewing on smart devices
- Includes Search Engine Optimization & Submission
 - Third party registration of pages with main search engines
 - Built in SEO system allows easy changes to keywords
 - Google Analytics installed for reporting and statistics analysis
- Branded appearance includes Favicon, Apple Touch icons and Windows 8 tiles branded with park image. (Think Gmail red/white envelope)
- Join our mailing list button featuring integrated 3rd party email marketing (company TBD)
- Social media integration of existing channels
- Transfer existing website URL to new website (City to maintain hosting)
- Investigate and price purchasing of additional .com and .org sites for Wolf Creek Park and Foley Environmental pages.
- Limited stock photography. We will primarily utilize existing City approved photography.
- 2.0 hrs of training for designated City of Foley staff.

Exclusions

- Custom photography
- Website server and e-mail hosting

Client to Provide

- Copy for web pages
- Approved photography
- Approval of initial site and final site prior to launch

Timing/Investment

Timing: The site is estimated to take between 45 to 60 days for completion, based upon delivery of required items from client. Initial search engine optimization will take 2 to 4 weeks based on launch of live site.

Investment: **The total site investment will be \$3,150.** Build out will start immediately upon receiving one half of the project fee (\$1,575). The remaining balance (\$1,575) will be due upon client review and acceptance of the site prior to launch of live site.

Client will provide Pink Fish Marketing with full access to the website domain during the design phase. Client take over hosting of their domain upon completion of the new site.

Ongoing Site Maintenance

- **Ongoing site maintenance can be added to this contract at an annual costs of \$480/year.**
- Ongoing site maintenance includes:
 - Minor modification to page layouts
 - Content and image updates, as needed
 - Troubleshooting & support

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Our Guarantee

The quality of our work is fully guaranteed. In the event that you feel that we are not meeting the standards described herein or based on our mutual conversations and agreements, this agreement may be cancelled given a 30-day written notice.

Acceptance

Your signature below indicates acceptance of this proposal and the terms and conditions herein.

Website design & development proposal

Accepted by: Graham Creek Nature Preserve

Accepted by: Pink Fish Marketing

Signature:

Signature:

Printed Name:

Printed Name: Kristin Roberson, CEO

Date

Date