

NCWP WordPress Proposal

May 8, 2020

19300 Rinaldi St. #7254
Northridge, CA 91327
wmoore@moorebusinessresults.com
818 252-9399



Project Objectives

Assist Neighborhood Council Westchester Playa (NCWP) by transitioning the existing website using the Drupal Content Management System to the WordPress Content Management System and update the look and feel while maintaining continuity with the current logo and color scheme.

WordPress is widely used and supported. Migrating to WordPress with our selected theme will provide the NCWP with ease of use, access to easy to implement elements in the future and a site responsive to the size of various user screens.

Scope of Work

- The new site will make use of either the Salient theme, which is the basis for <https://www.gtinc.org/> or the Avada theme which is the basis for <https://wattsnc.org/>. The home page layout will include the logo and menu at the top, followed by a slideshow. Below that, news items with teaser images and text can be presented horizontally or vertically and a sidebar can call out sign up, meetings, events and more.
- We will create a staging location on the existing host, install and configure WordPress and theme.
- We migrate the content to the new site. Page layouts remain the same except that the Board page can be configured with board member images.
- Configure functionality. Additional functionality, features and widgets can be added later if needed as part of our ongoing support.
 - Blue LA City Navigation Bar, if desired
 - Onsite subscription to Mailchimp
 - Sidebar with Meeting and Event list
 - Slideshow on Home
 - News blog on home and News page
 - Calendar page grid with repeating event functionality
 - Site search
 - SSL
 - Userway Accessibility
- Configure MailChimp integration. If available, we will configure site workflow to allow for use of an agenda template which committee chairs can populate. Published agendas can then be pushed directly to Mailchimp for distribution.

Assumptions

1. NCWP empowers a single point of contact to work with us and approve site.
2. Cost to purchase theme to create site included. Site will use any of the many available included layout elements combined and configured for your design. No custom elements are planned.

Attract them with graphics. Keep them with content.

This document contains proprietary pricing and other trade secret information of Moore Business Results. All terms set forth herein are intended to be confidential and are not to be disclosed to any person not within your control without the prior written consent of Moore Business Results or www.MooreBusinessResults.com.

NCWP WordPress Proposal

May 8, 2020

19300 Rinaldi St. #7254
Northridge, CA 91327
wmoore@moorebusinessresults.com
818 252-9399



3. Site will include an events calendar with repeating events functionality for which there is an annual license fee of \$50.
4. Having collected your initial requirements, we will build the site to your requirements and provide one opportunity for your review. The single point of contact will provide timely review of site and complete list of changes, so we may address them quickly. Any further rounds of requested changes will be at our hourly rates. Our objective is to quickly create a beautiful site for you with a minimum of iterations.
5. This project does not include content updates. They will be billed separately.
6. To minimize maintaining content on the main and staging sites during site development, we will work together to complete the project within one month or less.
7. Eight hours of training included.
8. This project does not include logo design.

Pricing

We have structured and priced this project with an expedient design process to take advantage of potential year end opportunities. The total cost is \$4,900 which includes the cost of the theme and the annual license for the repeating calendar.

Why Moore Business Results?

I am very knowledgeable about Neighborhood Councils. I bring to the table 15 years of working with Neighborhood Councils, professionalism, timely service and significant experience with eblast communications and social media. I have a strong reputation across the City for superior work and service partnering with Neighborhood Councils across the spectrum of their outreach needs.

Client List

View Portfolio at moorebusinessresults.com/portfolio/. Click on the screen shots below to view the sites. Selected clients include:



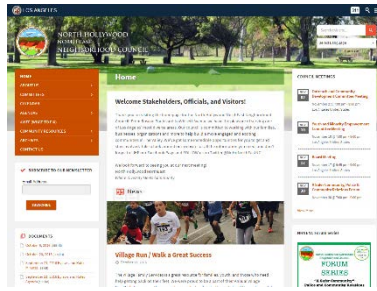
Attract them with graphics. Keep them with content.

This document contains proprietary pricing and other trade secret information of Moore Business Results. All terms set forth herein are intended to be confidential and are not to be disclosed to any person not within your control without the prior written consent of Moore Business Results or www.MooreBusinessResults.com.

NCWP WordPress Proposal

May 8, 2020

19300 Rinaldi St. #7254
Northridge, CA 91327
wmoore@moorebusinessresults.com
818 252-9399



Client Quotes

You always make us look so good!

[ECCANDC](#) Co Chair

The best part about this job is working with you!

Former [OPNC](#) Outreach Chair

I appreciate your very professional and patient assistance all these years.

[ECSWANDC](#) President

We have a great website and we have a great person that does it.

[Park Mesa Heights](#) Treasurer

Attract them with graphics. Keep them with content.

This document contains proprietary pricing and other trade secret information of Moore Business Results. All terms set forth herein are intended to be confidential and are not to be disclosed to any person not within your control without the prior written consent of Moore Business Results or www.MooreBusinessResults.com.