



# WEBSITE PROPOSAL

REVISION DATE: December 21, 2021

Proposal #1830

PREPARED BY:

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PREPARED FOR:

Andrea Puhl, Principal-Minister  
St. Aloysius Catholic School  
148 S. Enterprise, Bowling Green, OH 43402  
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We appreciate the opportunity to provide you with this proposal for a new website for the St. Aloysius Catholic School. We hope you find this proposal covers everything you requested. Please let us know if we need to make any revisions or clarifications. This proposal will be valid for 30 days.

Best Regards,

Mark Pfaff

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# ABOUT OLYWEB

OlyWeb has been building fast and affordable web experiences for clients since 2011. As a part of Olympus Press, a commercial printing company operating in Seattle for over 50 years, OlyWeb has been focused on creating cost-effective web solutions that are easy to use and scalable to a variety of clients needs.

In our 10 years as a web company, we've built over 40 websites for small to midsize businesses, schools, and non-profit organizations. We've also created many private storefronts for Olympus Press' print clients that allow for print product customization, ordering, and inventory management. We have expertise in e-commerce, inventory management, social media integration, and search engine optimization as well.

## OUR TEAM

Mark Pfaff - Lead Project Manager, Graphic Design and Web Development  
Jason Poston - Lead Web Developer  
Matt Vertrees - Site Management and Graphic Design  
Tammy Werlinger - Project Manager, Production & Inventory Management

You can learn more about OlyWeb and Olympus Press at [olyweb.com](http://olyweb.com) and [olypress.com](http://olypress.com)

## EXAMPLES OF OUR WORK

We've selected a number of sites that we think are relevant to your prospective project. To see a full listing of our work please visit: [olyweb.com/our-work](http://olyweb.com/our-work)

**St. John Catholic School** - [St-Johnschool.org](http://St-Johnschool.org) - Private School in Seattle, WA

**St. Alphonsus School** - [StalSeattle.org/School](http://StalSeattle.org/School) - Private School in Seattle, WA

**Assumption Catholic School** - [School.Assumption.org](http://School.Assumption.org) - Private School in Bellingham, WA

**DeLaSalle High School** - [DeLaSalle.com](http://DeLaSalle.com) - Private High School in Minneapolis, MN

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# WHY WORDPRESS

We build our sites on the world's most popular Content Management System (CMS): WordPress. We've found it's the best to meet and exceed our clients website needs. Here are just a few reasons we think it will be the best fit for you:

## 40% of the Internet is Powered by WordPress

WordPress is popular for a reason: it just works. Wordpress sites make up 14.7% of the Top 100 Websites in the World including: WhiteHouse.gov, TED, NBC, CNN, TechCrunch, People magazine, the NFL, Best Buy, CBS Radio, and UPS. These are just a few of the Fortune 500 companies powered by WordPress.

It's the most popular because it's so user friendly, has a comprehensive feature set, a vibrant community that supports it and is so widely supported by third party developers.

## It's the most affordable option

The WordPress framework is free and open-source as a platform. That allows developers to create custom themes that match your needs at a reduced cost as the WordPress framework provides built-in content management features like content editing, blogging, media library, user roles, and appearance customization.

With so many third-parties developing plugins and integrations for WordPress it means you don't have pay custom development costs for many extra features. Development on other platforms like Drupal or Joomla can be anywhere from 2 to 10 times more expensive because many features have to be custom developed.

## It's easy to update content

One of the reasons WordPress is so popular is because it is so user friendly to update content. All of the content you see on the site including images and media sliders, galleries, menus and widgets can be edited by the website administrator through the WordPress dashboard.

WordPress has a built in WYSIWYG editor, which means "what you see is what you get." That means as you're editing you're seeing what the content is going to look like much like you would in a word processor. This means you don't need to know how to code HTML to update the website.

## It's flexible, full-featured, and scalable

As the most popular CMS it has over 55,153+ free plugins ready to install with one click. That's 5 times more than any other CMS. This means adding a feature to your site is quick, easy, and most of the time free, because chances are someone has already built it for you.

Also because of it's popularity most social media and tech platforms already have built-in integrations with WordPress like MailChimp, Google, PayPal, Stripe, Facebook, Instagram, and ConstantContact.

## It's here for the long haul

WordPress has been around since 2003 and is still growing the fastest of any CMS. That means your website will be supported by the most hosting companies, web developers and tech platforms moving forward.

(sources: whoishostingthis.com, w3techs.com, and wordpress.org)

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# SCOPE

Andrea Puhl representing St. Aloysius Catholic School has requested a price proposal for rebuilding the schools current website residing at [www.staloyusius.tld.pvt.k12.oh.us](http://www.staloyusius.tld.pvt.k12.oh.us) with OlyWeb's custom built theme. The following proposal includes specific inclusions that we recommend. If you need any changes made to the proposal, please contact us and we'll make a revision.

## PROJECT INCLUSIONS

### PLANNING & PREPARATION

Includes a full content audit reviewing your existing site with your team and developing a new site map, content outline and list of features for the new website.

- Full audit of existing site, listing all pages and posts for review
- Outline of all content pages for the new website with recommendations on optimizing content using latest media and WordPress features
- Menu structure review following best web practices in creating a menu and sub menu structure that is optimized for ease of use and accessibility

### DESIGN

You and your team will be able to select the layout and module options for each page from the dozens of options available in our custom built theme. You'll also be able to select colors, fonts, and icons to find a look and feel that embodies the schools aesthetics and branding.

- Choice of homepage layout from dozens of custom built modules. Inner pages can also be customized with any of the modules as well as five different default layouts
- Any choice of layout or module can be easily switched to another if you change your mind during the development process
- Choice of custom color palette based on your branding for all sections of the site
- Choice of font and text style for all headlines, subheadings, body copy and links
- Choice of icon usage for menus, buttons, and homepage slider
- Custom design of your homepage slider area allowing for image, video, animation, and call to action buttons all in a drag and drop editor
- Choice of multiple menus, placement, and look and feel: main menu, utility menu, and quick menus

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# SCOPE (CONTINUED)

## PROJECT INCLUSIONS (CONTINUED)

### DEVELOPMENT

The development process is collaborative. As we build the site according to the choices you've made from the our custom theme, you'll be able to access early versions of the site and give feedback throughout the process.

- Incremental updates on a live staging server giving your team the ability to interact with and review the site as it's built
- Inputting and reformatting of all content including written content, images, videos, and any embedded content from external sites
- Building of up to 10 new pages or posts and 5 forms. Unlimited content can be imported from your past site and unlimited pages, posts, and forms can be created by your team through the dashboard or by OlyWeb through change order
- Search Engine Optimization provided by YOASt showing individualized scores for each page and post on your site
- Setup of Sendinblue transactional email service to ensure email delivery

### TESTING & LAUNCH

We'll perform comprehensive site testing ensuring all site content is optimized for all major browsers, operating systems and mobile devices.

- Full review of the site with your team incorporating feedback from your team in a punchlist to be completed before launch
- Testing on all major browsers, operating systems and mobile devices
- Page performance scoring provided by Google's Page Insights tool guaranteeing a mobile score of 75% or above and desktop score of 90% or above
- Installation and configuration of SSL certificates
- Configuration of domain name and URL redirects ensuring old links redirect to new content
- Setup of Sucuri Security monitoring software for prevention of malware and brute-force attacks

### MAINTENANCE & HOSTING

Ongoing support of the site will continue after site launch through our hosting plan (see Premium Hosting and Assurance Plans) and 3 month site support window.

- 3 months of support after launch addressing any errors related to our code free of charge
- Ongoing support and site security monitoring through our Premium Hosting and Assurance Plans
- 3 hours of screenshare training: These training hours can be tailored to any topic you need.

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# SCOPE (CONTINUED)

## SITE FEATURES

Robust, professional blogging tools from the WordPress framework including post categorization, tagging, multiple authors, and automatic archiving and expiration

Dozens of layout options and modules for homepage, landing pages and default posts and pages including full width, standard sidebar, sidebar with customizable widgets, and banner image layouts

Drag and drop editing for homepage, inner pages and posts allowing for custom control over the look and feel of your website

Custom alerts bar to display important notifications

Multimedia slider with responsive photo, video, animation and interactive elements

Gravity Forms plugin allowing for creation and drag and drop editing of forms

Custom calendar with multiple display options full screen, widget, month and agenda view integrated with Google Calendar

Customizable user roles for administrators and staff as well as volunteers allowing content editing and page access restrictions depending on user type

Responsive design compatible with any device, operating system, and screen size

Integration with social media platforms to display live feeds and share buttons

Built in integration with Google Services such as Google Calendar, Maps, Translate, Analytics and Search Console as well as built in site-wide search capability

## HOSTING FEATURES

Inclusion of SSL security certification for all sites in your network allowing for secure transactions like accepting credit cards. SSL is required for positive SEO site rankings with Google as of Jan 2017

Daily backups of all site files and databases for 30 days with instant site restore functionality

Optimized Content Delivery Network (CDN) access and advanced caching functionality to increase speed and deliverability internationally

24/7 premium security monitoring with built in enumeration mitigation (repeated login attempts), alerts for insecure code or extensions, security issues, and robust server side firewall

Managed plugin and Wordpress core updates keep your site secure and up to date

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# WORK OUTLINE & SCHEDULE

## Stage 1 - Planning & Design (approximately 2 weeks)

1. Initial planning meeting, review existing site audit, and project to do list
2. Create sitemap/menu structure and wireframe outlines for new site
3. Confirm layout and module options for site

## Stage 2 - Development (approximately 2-4 weeks)

4. Deliver initial site built according to chosen layout, modules and site structure
5. Populate content and review SEO optimization
6. Build out any add-on modules

## Stage 3 - Review & Testing (approximately 2 weeks)

7. Deliver completed website for inspection/testing
8. Address any concerns/change requests through punch list
9. Administrative training
10. Contract completion agreement and final payment due

# PRICING

## Website

1. Planning, Information Architecture, Content Organization.....	\$500.00
2. Graphic Design, Assets Creation, Image Optimization.....	\$500.00
3. Development .....	\$2,100.00
4. Content Formatting & Population.....	\$500.00
5. Testing & Revisions.....	\$900.00
<b>Website Total:</b>	<b>\$4,500.00</b>

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# PREMIUM HOSTING & ASSURANCE PLANS

## PREMIUM HOSTING \$89/MO

- Managed WordPress & Plugin Updates
- Nightly Backups & Instant Site Restore
- Unlimited Free SSL Certification for Sites and Subdomains
- 24 Hour Security and Uptime Monitoring
- Multiple Powerful Firewalls to Protect Against External Threats
- Speed Optimization Including Site Caching and Global CDN Network
- 30% Discount on our Custom Development Rate <sup>1</sup>
- Phone & Email Support
- Includes 10gb of Storage
- Up to 200k visitors Per Month

Pay Annually for Your Hosting and Get 1 Month Free

## ASSURANCE PLAN \$300/QUARTER

- Priority Phone & Email Support - skip the line and get support without delay every time
- 3 Reserved Support Hours Per Quarter - these can be used for any type of work you need on your site
- Proactive Site Improvements:
  - SEO Optimization and Monitoring with Google Search Console and Analytics
  - Speed Optimization with Google Page Insights
  - Style & Layout Optimization
- Monthly Optimization Report - Including Work Done, Site Performance, and SEO Optimization
- 3 Year Guaranteed Plugin and WordPress Core Compatibility for New Sites while on the Assurance Plan <sup>2</sup>

## ASSURANCE PLAN \$600/QUARTER

- Priority Phone & Email Support - Skip the line and get immediate support every time
- 4 Reserved Support Hours Per Quarter - These can be used for any type of work you need on your site
- 2 Recurring Tasks Per Month of Your Choice - Including but not limited to: SEO Optimization, Content Updates, User and Forms Management
- Proactive Site Improvements:
  - SEO Monitoring with Google Search Console and Analytics
  - Speed Optimization with Google Page Insights
  - Style & Layout Optimization
- Monthly Optimization Report - Including Work Done, Site Performance, and SEO Monitoring
- 3 Year Guaranteed Plugin and WordPress Core Compatibility for New Sites while on the Assurance Plan <sup>2</sup>

## ASSURANCE PLAN - CUSTOM

We can create a custom plan based on your websites needs. Just ask!

<sup>1</sup> Our Custom Development Rate is \$125 per hour which we offer a 30% discount for our clients that host their site with us bringing it down to \$85 per hour.

<sup>2</sup> Three year period of plugin and core compatibility only applies to sites built by OlyWeb. Three year period begins on the day the site is launched. Guaranteed compatibility only applies to accounts that have maintained an Assurance Plan with us from the launch of their site.

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# OLYMPUS WEB GUARANTEES



**Design Guarantee:** You may cancel the project at any time for any reason before we reach the site development stage. In the event of a cancelled contract, we'll refund your down payment less standard administrative costs<sup>1</sup> and any payments already paid to any vendors.



**Hacker Guarantee:** We guarantee all of our hosted sites to be free from security loopholes and hacker vulnerabilities<sup>2</sup>. If your site gets hacked, we'll restore it immediately at no cost to you.



**Code Validation Guarantee:** We guarantee that all of our code will validate<sup>3</sup> with current HTML and CSS standards. We'll not deliver a completed website that does not meet these standards.



**Browser Guarantee:** We guarantee that your website will display and operate as designed in all modern browsers, i.e. Firefox, Chrome, Internet Explorer 9+, Safari, and Opera.



**Hosting Guarantee:** We guarantee you the fastest WordPress CMS performance on the web. Our hosting partner provides us with multi-server clusters, lightning-fast hardware, in-RAM caching, and a Content Delivery Network (CDN) to ensure that your site loads to your viewers as fast as possible.



**Instant Restore Guarantee:** In the event of a site malfunction, we can instantly restore your entire website from a snapshot up to 30 days in the past. We set snapshots every 24 hours. No hassle: call, click, done.



**No Downtime Guarantee:** Our goal for your website is 100% uptime. If you ever experience downtime, we'll credit you back your monthly hosting fee at the rate of 10% per hour of downtime.



**Ownership Guarantee:** You'll never be locked-in to hosting your website with us. If you decide to take your chances on another host, we'll provide you with the code for your entire site at your request, free of charge.

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<sup>1</sup>Administrative costs are \$150 per proposal.

<sup>2</sup>this guarantee covers restoration of site only. We are not liable for loss of intellectual property or compromised personal information.

<sup>3</sup>this does not include third party plug-ins.

# TERMS

**Additional Costs.** Monthly hosting is additional, please review our Premium Hosting and Assurance Plans. This proposal covers only the number of pages and forms listed. Additional pages and forms may be created by the client for no charge, or they may be created by Olympus for a fee. Our hourly rate is \$125/hour which is discounted to \$85/hour for those hosting sites with us.

**Project Durations.** The durations listed for the stages of a website build are estimates only. We give our best estimate of time durations based on the information at hand when we generate each proposal. Actual durations often vary substantially due to changing client needs and client response time. Projects can be fast tracked if necessary.

**Payment of Fees:** We require a 50% deposit of the total project cost before starting work on your site. Total project cost includes the Website Subtotal as shown in the Pricing section plus any Custom Add-Ons or Premium Hosting or Assurance Plans selected by the client on the final page. Full payment of total project cost is required before launch of the site.

**Late Payment:** Interest will be added to overdue account balances at the rate of 1.5% per month (18% per year). Should action be required to enforce payment of any past due account, you agree to pay all costs, attorneys' fees and collection agency charges, which may be incurred or expended.

**Additions to the scope:** We make all attempts to be as inclusive and clear as possible when defining our scope. If during the course of this project, you request additional work beyond the scope detailed in our description of work, we'll create a change order detailing the cost and submit it for your approval.

**Collateral Content:** If providing your own images, text, or other miscellaneous content, please provide them in a timely manner. This will help prevent production delays. If there are delays in obtaining collateral from you, the additional time may be added to any agreed upon not-to-exceed project duration.

**Client Delays:** If your project becomes idle for more than 4 weeks due to lack of response, your project will be removed from active development and placed on hold. To remove a project from hold, we'll assess a 10% continuation fee.

**Hosting:** We have partnered with one of the finest managed hosting providers in the business WPEngine. Our ongoing support depends on our hosting solution. If you are interested in moving to another host, we can accommodate that request by providing backups of your site. However, moving a site will end any and all of our compatibility guarantees and any and all of our support responsibilities.

**Assignment of Tasks:** We reserve the right to assign subcontractors to any portion of this project should we choose to do so to ensure the right fit for each task, as well as on-time completion of the entire project. Subcontractor's total portion shall not exceed 25% of the project value without client notification.

**We're Proud of Your Site:** We reserve the right to use screen shots of your website in our ongoing portfolio and/or in other marketing material we may choose to produce now or any time in the future to promote our web service products.

**We're Here To Help:** In order to provide you with the best possible service, it is important that we maintain an administrator level login to your CMS. Our administrator login name is olywebdev and wpengine. We require that you do not delete these user accounts.

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# LEGAL

**1. Hold Harmless.** In no event will we be liable for any damages, including any lost profits, lost savings or other incidental, consequential or special damages arising from the use of the websites and services we provide. Further, we do not warrant that the functions contained in the website we provide will meet your requirements indefinitely, and we assert that our responsibility under this contract ends when the completion agreement has been obtained. By accepting this proposal, you agree to indemnify and hold harmless Olympus Press Inc., its owners, employees and agents, from any damages claimed as a result of the services we have provided.

**2. Illegal Content.** For our hosted accounts, we prohibit any site content that is illegal. If we, through the course of our management operations, encounter illegal material, links or services within your domain, it will be grounds for the termination of your hosting account with Olympus Press. If we terminate your hosting account, we'll notify you, and we'll provide you with your source code and content. We reserve the right to traverse your hosted server folders, including folders that may not be available to the public, for the purpose of maintenance and management.

**3. Guarantees.** Awards for the failure to provide any of the specifics of the guarantees listed in this proposal shall be limited to the award listed with the guarantee and shall never exceed the amount of any payments made toward the project. Under no circumstances shall any unachieved guarantee provide grounds for additional damages not specifically stated in this proposal, and under no circumstances does any unachieved guarantee present grounds that relinquish you from your obligation to pay your invoices due to Olympus Press Inc.

**4. Copyrights and Trademarks.** The client represents that any elements of text, graphics, photos, designs, trademarks, or other artwork furnished to us for inclusion into this proposed project will be owned by the client, or that the client has permission from the rightful owner to use each of these elements, and will hold harmless, protect, and defend Olympus Press Inc., its owners, employees and agents, from any claim arising from the use of such elements furnished by the client.

**5. Laws affecting electronic media and commerce.** From time to time, governments enact laws and levy taxes and tariffs affecting internet electronic media and commerce. The client agrees that it is the client's sole responsibility to know and comply with such laws, taxes and tariffs and that the client will hold harmless, protect and defend Olympus Press Inc., its owners, employees and agents, from any claim, suit, penalty, tax, or tariff arising from the client's use of the web assets provided.

# ACCEPTANCE OF PROPOSAL

Please inspect the above scope, description of work and terms for your project, select a hosting plan, and indicate your acceptance with your signature below. We trust this proposal satisfies your needs, but should anything need clarification or adjustment, please don't hesitate to let us know. **50% deposit of total project cost is required before work can begin.**

### Select Hosting and Assurance Plan(s):

- Premium Hosting Monthly       Premium Hosting Annual (Get 1 Month Free)
- Assurance Plan \$300/Quarter       Assurance Plan \$600/Quarter
- Assurance Plan Custom

On behalf of the client:

*Andrea M. Puhl*

Andrea M. Puhl (Dec 21, 2021 14:49 EST)

Authorized Signature

Dec 21, 2021

Date

Andrea M. Puhl

Printed Name

Principal

Job Title

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# OlyWeb Website Proposal for St Aloysius

Final Audit Report

2021-12-21

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