MOUNTAIN HARBOR RESORT & SPA

MOUNTAINHARBORRESORT.COM

WEBSITE PROPOSAL

FEBRUARY 26, 2021
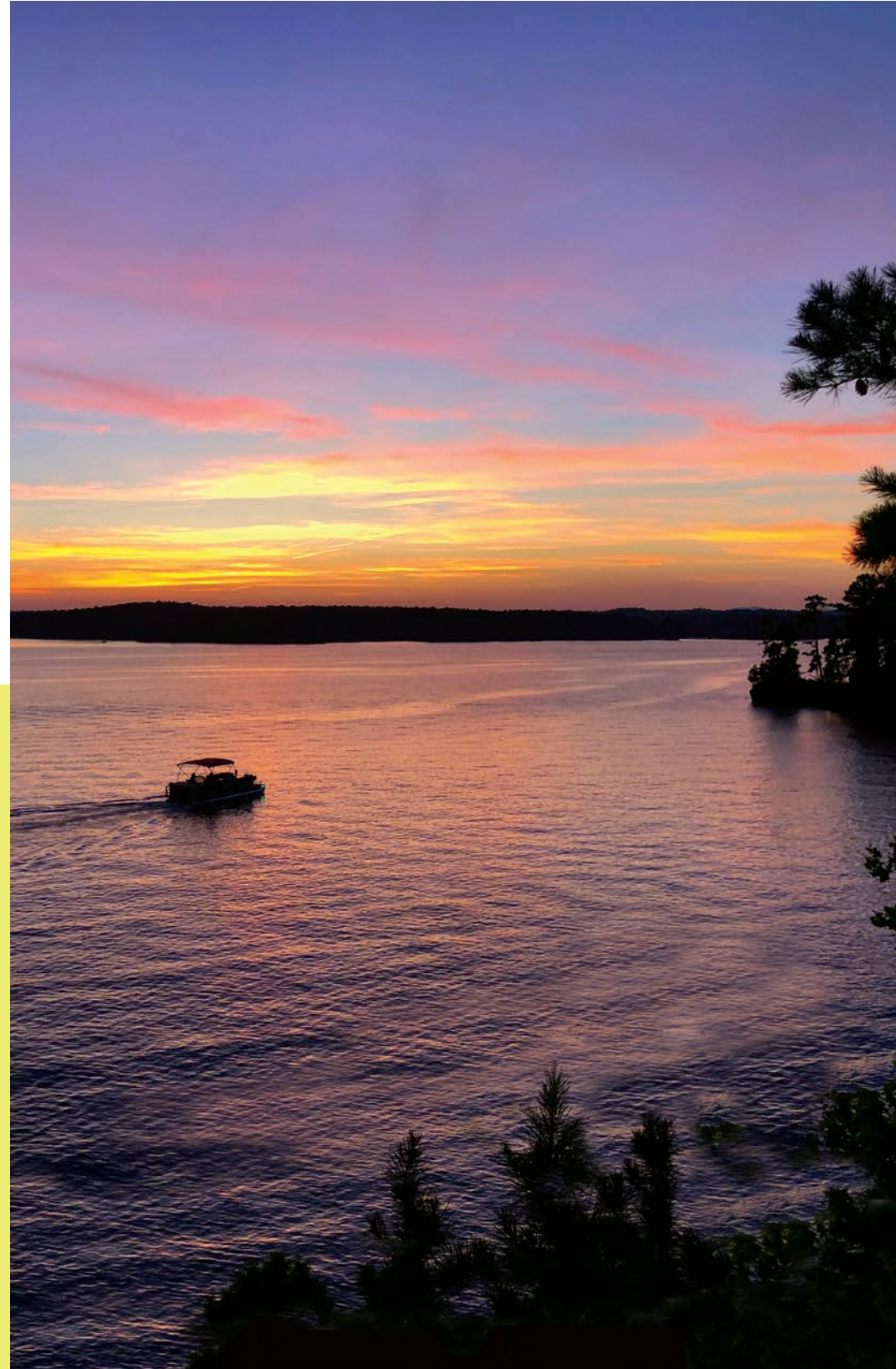
CJRW

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CJRW APPROACH TO WEBSITE DEVELOPMENT

CJRW

OUR APPROACH

Our CJRW digital team approaches your concept and design by embracing a future of dynamic change. We understand that the best marketing strategies can evolve to meet the changing needs and goals of each of our clients over time, and we build in that flexibility and potential from day one.

Our philosophy is "function over fluff." We keep a strong focus on user experience and engagement, as we provide a visually engaging, content-driven experience for all who encounter your brand.

CJRW has earned our reputation for providing innovative, interactive tools to exceed client expectations. Knowing that our staff has decades of combined expertise in user interface design, search engine and social media marketing, you can trust that solutions proposed by CJRW will deliver the results you want.

On the technology end, our team has the know-how and experience to design your custom solution and fully support the ongoing development and management of an outstanding online presence for your organization.

CUSTOM WEBSITE DEVELOPMENT

We take pride in our client-driven process that delivers your completely customized website without the use of pre-built website templates. This custom website design is the distinctive that sets us apart from many other web design companies. We thrive on our ability to give your organization exactly what you want from the start, and we can continue to be agile and flexible as your needs develop.

Our mindful design process begins with a Discovery meeting to receive input from everyone who has a stake in utilizing the space. These early conversations allow us to thoroughly customize strategy and functionality for your specific needs, which is crucial to the overall success of the website. After the Discovery meeting, we immerse ourselves in a draft of the website's wireframes, which serve as blueprints for your website. This global overview and detailed plan set the project scope and make sure you have a crystal-clear expectation of your final product.

CONTENT TRAINING AND MANAGEMENT

CJRW builds your website using a Content Management System (CMS), which allows your staff the ability to make your own updates and additions, even from a mobile device. We provide website content training with every website we build. That session will be recorded as a training video and privately published to YouTube for easy reference, time-stamped with easy-to-find topics. Examples of these sections would include setting up new users, creating new pages, changing homepage slideshow and modifying existing page content.

In addition, CJRW also provides ongoing management for your website if you are not planning to publish or manage new content yourselves.

MEET YOUR SENIOR WEBSITE DEVELOPMENT TEAM:

CHRIS HO
Director of Digital and Interactive Services

Chris started his career as a graphic artist in 1995, owned his own web business for six years and transitioned to agency life in 2005 with Sells/Clark. Chris has managed interactive teams since 2006. His client experience includes interactive solutions for banks, tourism, franchise restaurants, trucking, automotive, charities, state government, retail and wholesale merchandise.

JOHN SLAUGHTER
Interactive Developer

John has been building for the web for 20 years. After graduating from UALR, John began as a front-end developer, implementing new mobile web standards through multiple content management systems and web frameworks with a focus on design and user experience. At GWL Advertising, John extended his development skills with database management, server-side languages, server administration and DNS/Domain management. At CJRW, John is responsible for managing hosting, building and coding websites.

ELIZABETH POLK
Interactive Developer

Since receiving her degree in Computer Science and Digital Art from UALR, Elizabeth has worked with Stone Ward Advertising, Apptegy, GWL Advertising and BombBomb. One of Elizabeth's logo designs won the 2019 Bronze ADDY award.

KEEGAN WRIGHT
Digital Manager

Keegan started his career developing websites and online media strategies for many different industries. Keegan's experience encompasses all things digital with specializations in overall strategy, search engine marketing, and data tracking. His industry experience includes online marketing strategies for automotive, trucking, healthcare, state government, tourism and education.

GABLE WHITE
Digital Art Director

Gable received his education at Savannah College of Art and Design before lending his talents for the past eight years to agencies in both Atlanta, GA, and Little Rock. His client experience includes interactive and graphic design for national fast-food chains, manufactured beverages, supermarkets, automotive, banks, retail merchandise and non-profits.

For more on our CJRW team's experience, see our full bios at cjrw.com/people

YOUR CJRW ACCOUNT MANAGEMENT & PROJECT TEAM:

- Darin Gray
- Lauren Euseppi
- Blake Bowlin
- Chris Ho
- Keegan Wright
- Gable White
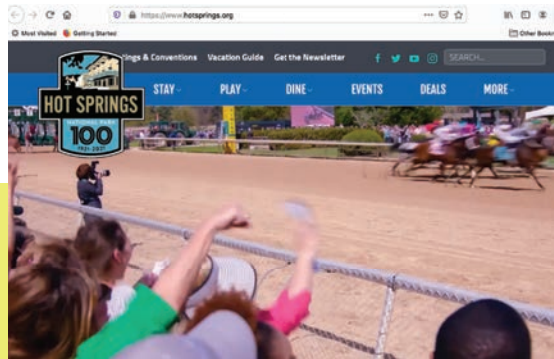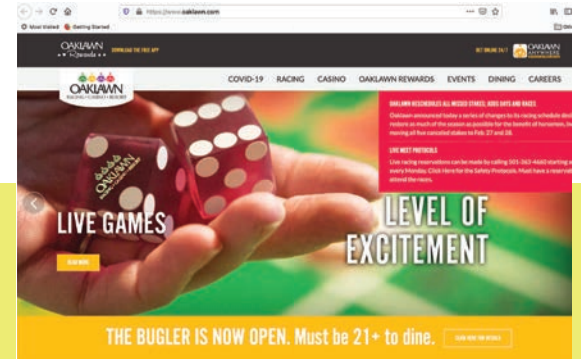- Carlie Tacker
- John Slaughter
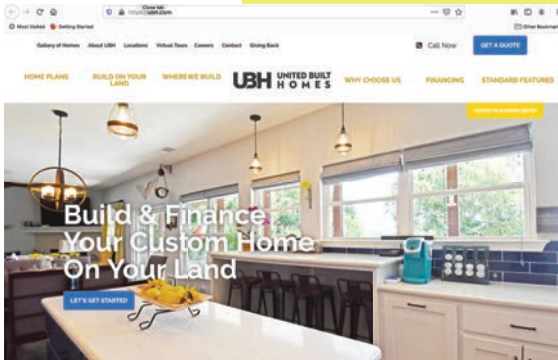- Elizabeth Polk
- Lauren Byrd
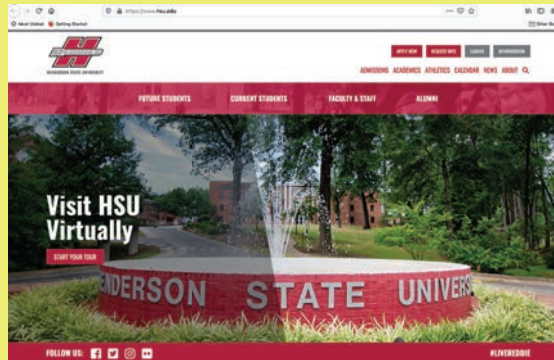
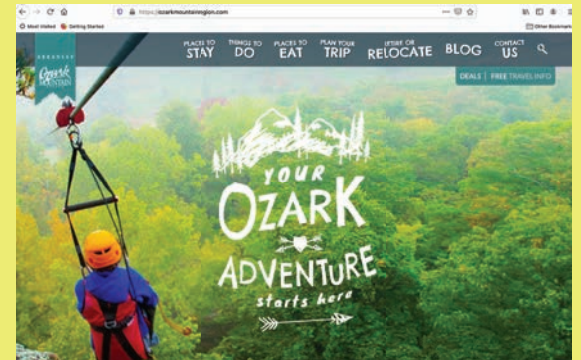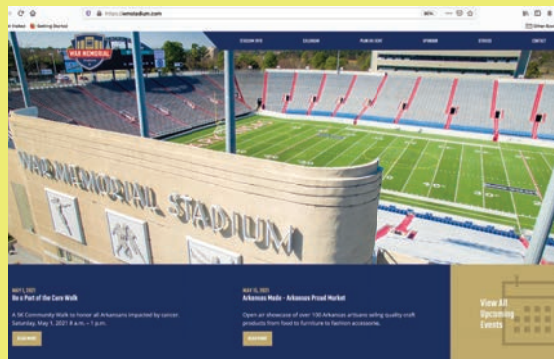# EXAMPLES OF OUR WORK

progenyag.com

hotsprings.org

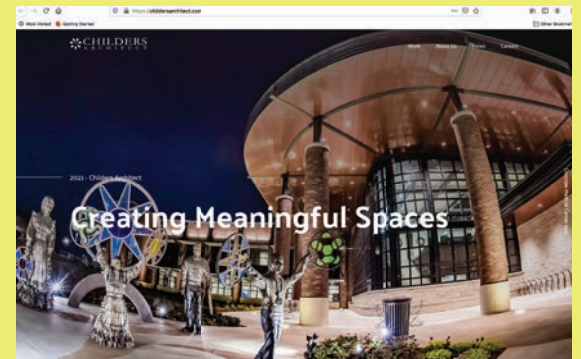oaklawn.com

ubh.com

hsu.edu

ozarkmountainregion.com

wmstadium.com

childersarchitect.com

2.

MOUNTAIN HARBOR RESORT & SPA CUSTOM WEBSITE

CJRW

CJRW

2. MOUNTAIN HARBOR RESORT & SPA CUSTOM WEBSITE

OBJECTIVES

CJRW proposes a complete overhaul of the current content strategy, site architecture and design for Mountain Harbor Resort & Spa's website to better align with your target audiences and goals. By filtering and directing content for your target audiences, we can create clearer brand delivery and more productive website engagement.

MAIN GOALS FOR THIS WEBSITE:

- Create a responsive website built to adjust its size for optimum viewing on any type of digital device from laptops to mobile phones.

- Create a fresh, updated look for today's audiences with engaging video and imagery in a clean and simple design format.

- Follow guidelines for standard ADA compliance.

- Create a clean and engaging layout and design such as the deervalley.com website.

- Encourage users to select a pathway to learn about the value and benefits of the resort using image-based navigation for the following categories: Marina, Dining, Spa, Packages, Outdoor Adventures and Weddings.

- Condense massive amounts of text currently used in pages and create more engaging content with less reading, using new video/imagery and bulleted copy.

- Provide an easier gateway to book online. The level of integration greatly depends on the current vendor used for online transactions and reservations.

- Allow MHR staff the ability to post new content in a categorized news/blog module that allows for easy embedding of videos from YouTube and news stations. Categories will include: General Events, Resort Activities, Career Opportunities and Press Releases & Media.

- Present the visitor an easy pathway to Special Packages, Discounts and Deals.

- Allow visitors to quickly and easily contact MHR to access key information, additional resources, pricing, brochures or documentation.

- Include social media platform links.

- Introduce an easier and updated CMS (Content Management System).

- Allow Mountain Harbor Resort & Spa staff members to easily update and manage content, images, videos and pages throughout the site.

STRATEGY

CJRW proposes a major focus on visual design, messaging and content organization for the redesign of the MHR website. We will work directly with you and your staff to identify and develop strategic messaging for each audience.

CONTENT RECOMMENDATIONS:

- Audience-specific messaging based on services, programs and needs of the visitor.
- Videos and imagery that appeal to your specific audiences.
- Overall layout and design to appeal to your various target audiences.

OUR APPROACH:

1. DEVELOP SITE ARCHITECTURE
Create a site map/diagram that provides a high-level overview of:
- Site pages/sections and their content
- Site navigation
- Site functionality

2. DEVELOP SITE CONTENT
(based on site organization)
- Existing imagery and video footage will be provided by Mountain Harbor Resort.
- New imagery and video can be offered by CJRW.
- Additional content (copy, photos, video, etc.) will be provided by the client in conjunction with support from CJRW as needed.
- Search-engine-optimized page descriptions for top-level landing pages will be provided by CJRW.

3. WEBSITE DESIGN
- CJRW will use the approved content strategy plan as a guide for wireframes and prototypes of the proposed responsive/mobile-friendly website design.
- A proven process of strategic website organization, design and functionality is vital to ensure the site is relevant and user-friendly for its target audiences.
- For this reason, CJRW uses a tried-and-tested design process through which all website projects are developed.

A. LAYOUT WIREFRAMES
B. STYLE TILE
= FINAL DESIGN
C.
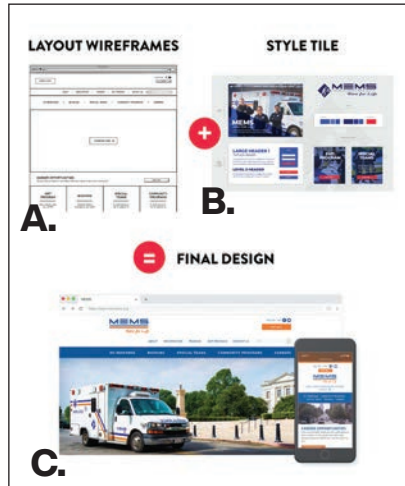
PROCESS

A. WIREFRAME/PROTOTYPE

CJRW will create wireframes for review with the client, engaging key stakeholders early in the design process.
The client will review and approve all wireframes prior to moving into the final design concept phase.

B. STYLE TILES

Upon approval of the wireframes, CJRW will create design style tiles that outline the overall look and feel of the design.
The style tile will set the website fonts, colors, buttons, form fields and any other style elements that need to be reviewed.

C. FINAL DESIGN CONCEPT

CJRW will use both the wireframes and the approved style tiles to create final design layouts.
The specific number of layouts will be determined by the wireframes. All layouts will be reviewed and approved by the client.

4. RESPONSIVE DESIGN

This design technique allows website visitors to access your site through any device, from an iPhone to a tablet to a laptop-desktop computer, without compromising the site's aesthetics or functionality. Using a flexible, grid-based layout, your site will be mobile-optimized, alleviating the need to build a separate site for mobile use. For example, the website below is displayed on both a desktop and a mobile browser. Notice how the website adapts to the display screen size.
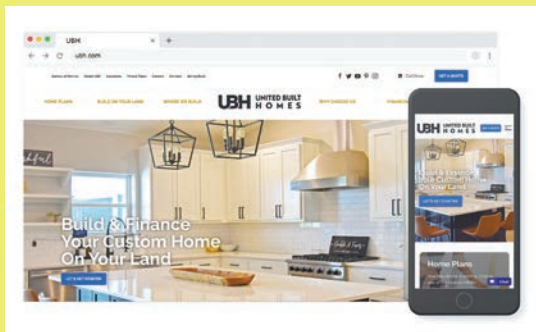
5. SEARCH ENGINE OPTIMIZATION

- Using keywords provided by Mountain Harbor Resort, as well as CJRW's keyword research based on user behavior, CJRW will provide copywriting services for the home page and top-level landing pages of the website. In addition to copy based on keyword research, new copy will be created based on content drawn from the existing mountainharborresort.com website.

- CJRW will construct the website to allow for the implementation of meta titles and meta descriptions. The site structure will be developed to allow search engines to easily navigate all content within the website to determine content significance.

6. WEBSITE PROGRAMMING

- HTML/CSS implementation of approved design and content.
- Build backend Content Management System (CMS) and apply to approved design.
  The CMS will allow for MHR's staff to update all content (copy, photos and videos) within the website.
- CMS training for any staff member to be able to update the content of the website.

7. WEBSITE HOSTING

- Hosting will be provided by CJRW.
- Google Analytics setup and access.

CJRW   **2. MOUNTAIN HARBOR RESORT & SPA CUSTOM WEBSITE**

TYPICAL DEVELOPMENT TIMELINE

A typical timeline for main delivery milestones for a website of this size and scope lasts approximately four months. Please note that milestones outlined below will overlap in development and delivery.

- **Week 1 -** Discovery meeting: Define primary navigation page content
- **Week 2 -** Wireframes for desktop and mobile
- **Week 3 -** Client approval of wireframes
- **Week 4 -** Style guide presented
- **Week 6 -** Graphical layouts completed
- **Week 7 -** Client approval of graphical layouts
- **Week 11 -** Website code and backend CMS completed
- **Week 12 -** Content migration and insertion of new/ revised copy completed
- **Week 13 -** Beta site presented for client approval
- **Week 14-** Updates and changes received by the client
- **Week 15-** Final draft presented for approval
- **Week 16 -** Website CMS Training
- **Week 16 -** Final website launch
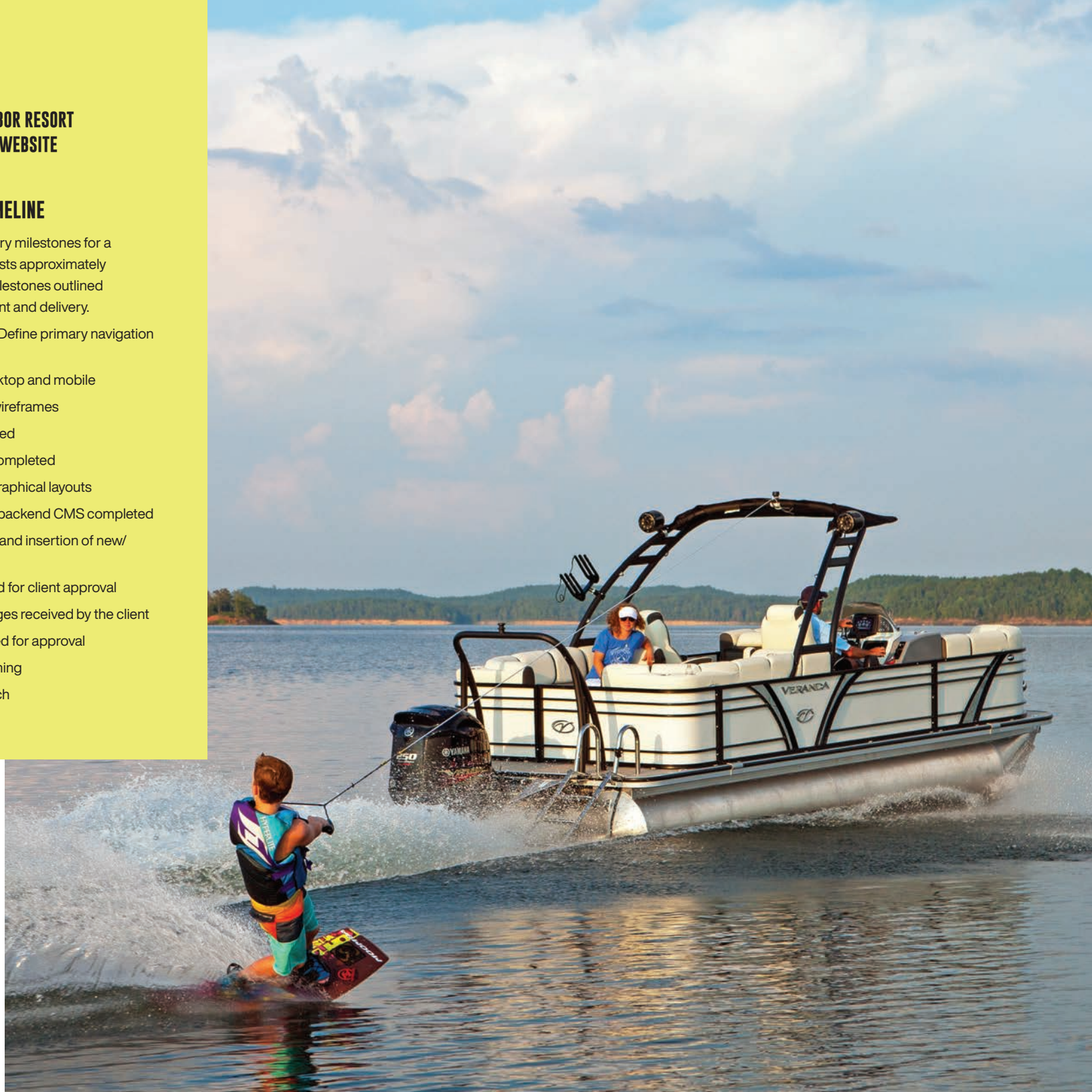
WEBSITE DESIGN SERVICES & INVESTMENT

ARCHITECTURE/PLANNING

RESPONSIVE WEBSITE DESIGN

WEBSITE CODE AND CMS INTEGRATION

- CSS (Cascading Style Sheets)
- Website HTML
- CMS Integration
- Content Design Assets
- Proofing and Beta Testing

CMS TRAINING

PROJECT MANAGEMENT

INVESTMENT RANGE ....$20,000 - $25,000*

WEBSITE HOSTING ....$600/yr.

Website hosting is additional and currently being billed at $600 yearly. The next bill you will receive will be in September 2021.

MONTHLY WEBSITE REPORTING & ANALYSIS ....$3,000/yr.**

*Invoices will be split into four monthly payments of $6,250 (based on the high end of the budget range) and can start during the first month of production. Since a budget range is proposed, we will determine the final amount of the last payment based on the total time accumulated. Payment terms are net 30 days from the invoice date. Estimates are +/-15% and based on assumptions outlined. If a change in direction occurs, estimate will be reevaluated and a new estimate provided before final payment if needed.
** Monthly website reporting & analysis billed quarterly