

Redesign Proposal for www.sitename.com

2024



Recommendation

- Redesign sitename.com using WordPress content management system via a basic web hosting plan provided by GoDaddy.
- The new site design will utilize a modern, clean, and responsive website theme allowing artists work and content to pop out against the modern minimal contrast of the site and allow for easy updates by multiple contributors.



Site Re-Design Will Include:

- Go Daddy Hosting Set-Up
- SSL Cert
- WordPress Install
- Website Theme Install and Theme Style Customizations
- Navigation / Menu & Content Transfer & Additions / Clean Up
- Basic Site Search Capabilities
- Optimization
- Basic SEO Meta Data
- Google Analytics 4 and WordPress Dashboard Stats
- Contact Form with Submission to Gmail – Setup
- Basic Documentation



Considerations:

- Close to same menu / navigation
- Laura / Board to provide updated artists list
- Ask participating artists to send in information updates
 - Names, Contact Info, Bio, Bio Photo, Website Info, Gallery Pieces (large jpg)
- Incorporate a Featured Artist section to be rotated monthly?
 - Provide content for the first featured artist
- Incorporate Blog for Latest News section (?)
- Update Resources Section



Timeline:

- Production work will commence upon final agreement and will include 50 hours of work to complete the re-design.
- Ongoing content additions and maintenance will be conducted and mutually agreed upon through communication between Jane Doe and Krista.

A hand is holding a circular color wheel with a rainbow gradient. In the foreground, there is a color palette with various color swatches. The background shows a desk with a laptop and other items, all slightly out of focus.

Web Designers Preferred Working Style:

- Provide WordPress examples in following slides and adapt different features into a custom-built theme.
- Get the new design in place for review and make changes as needed.

Cost Breakdown:

- **Hosting:** \$251.64
(Upfront payment for 3 years, breaks down to \$6.99 per month)
- **Domain Name:**
Example: \$22.99 per year
 - Domain may have already been renewed until 2025 through Wix (will double check)
- **SSL Cert:**
 - First year: Free through GoDaddy
 - Subsequent years: \$99 per year
- **WordPress:** Free with Hosting
- **Re-Design Estimate:** 50 hours
 - Hourly rate: \$**
 - Estimated Cost: ****

- **2024 Annual Cost:** \$751.64
 - Hosting: \$251.64
 - Domain: \$0.00
 - SSL: \$0.00
 - Design Time: \$****
- **2025 & 2026 Cost:** \$121.99
 - Domain Per Year: \$22.99
 - SSL Cert Per Year: \$99

Some Website Likes:

- Like the clean minimal design
- Artwork & content pops
- Easy to read
- Modern
- Responsive

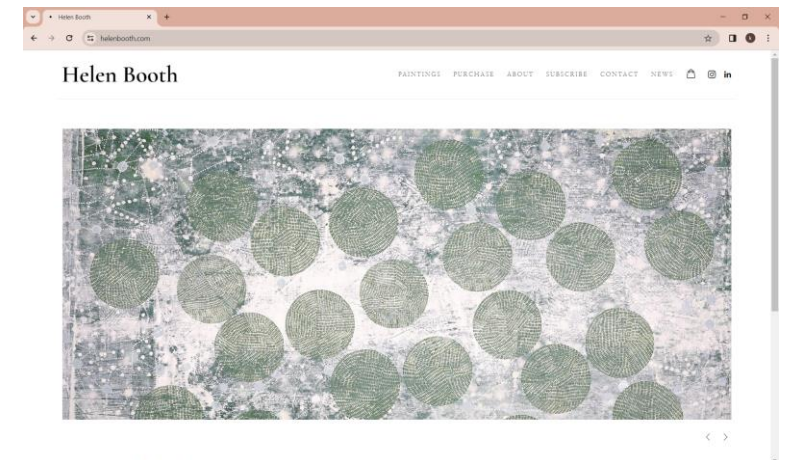
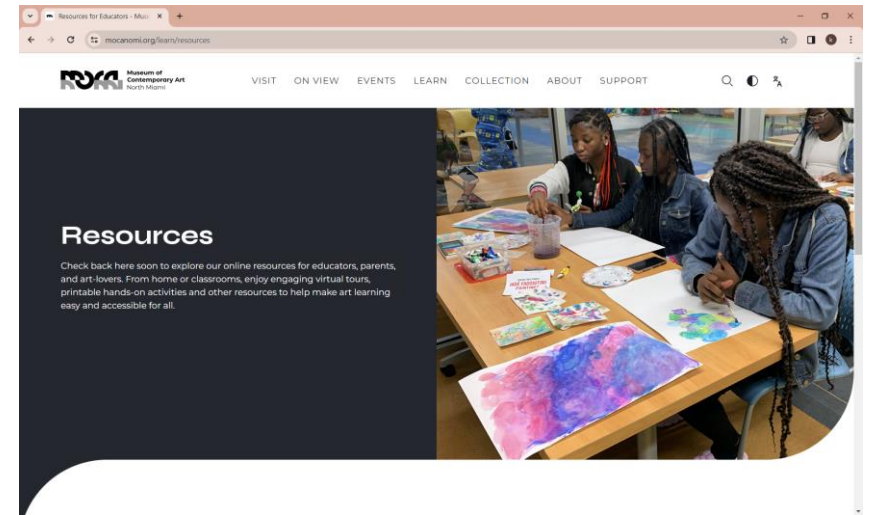
<https://www.helenbooth.com>

<https://www.paulspencerart.com/twistmas-trees>

<https://www.petzel.com/>

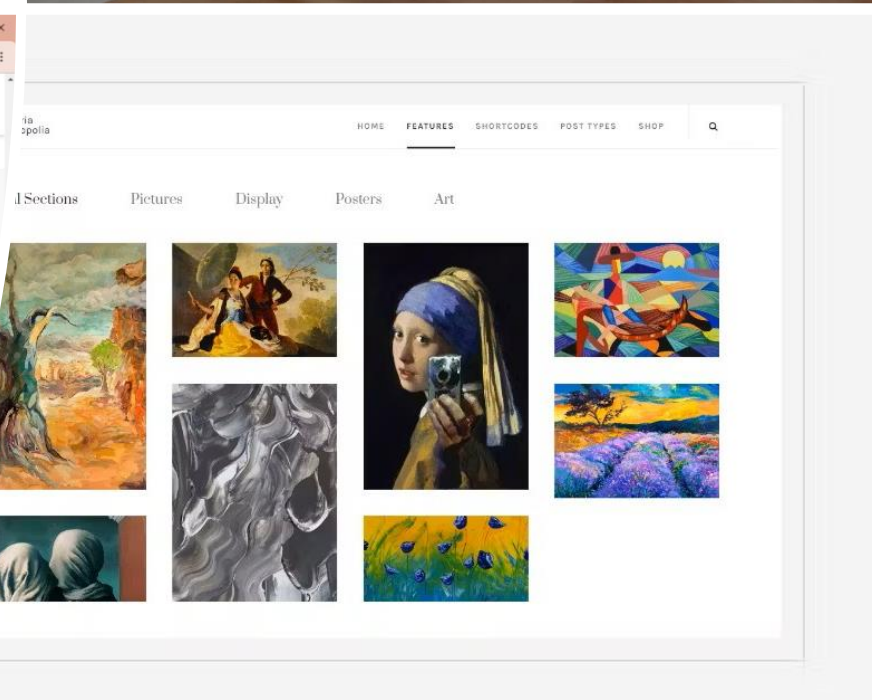
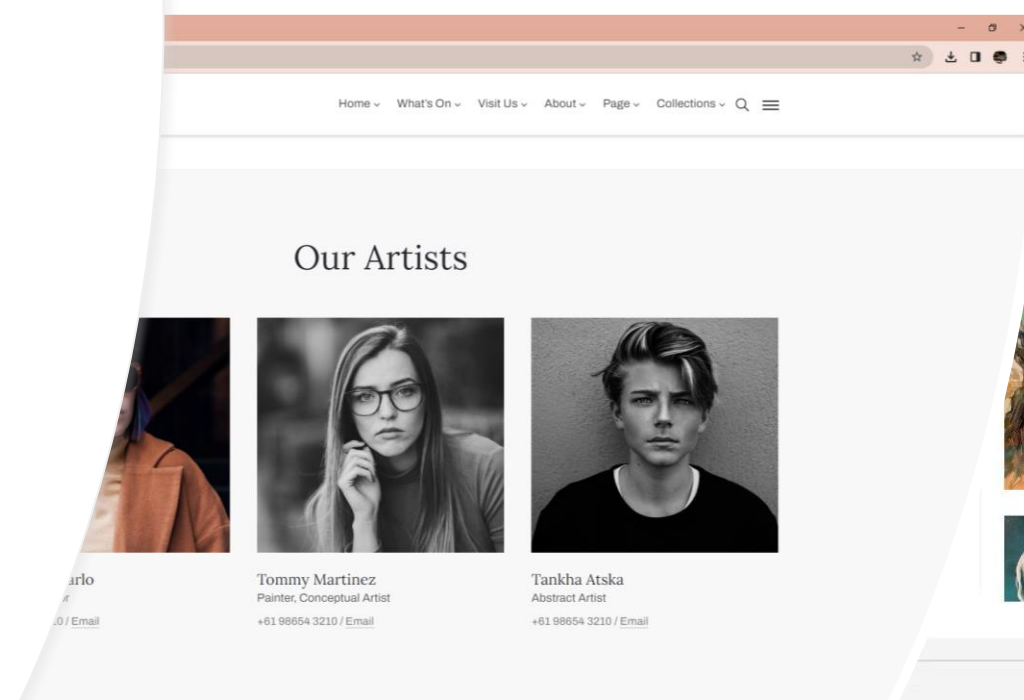
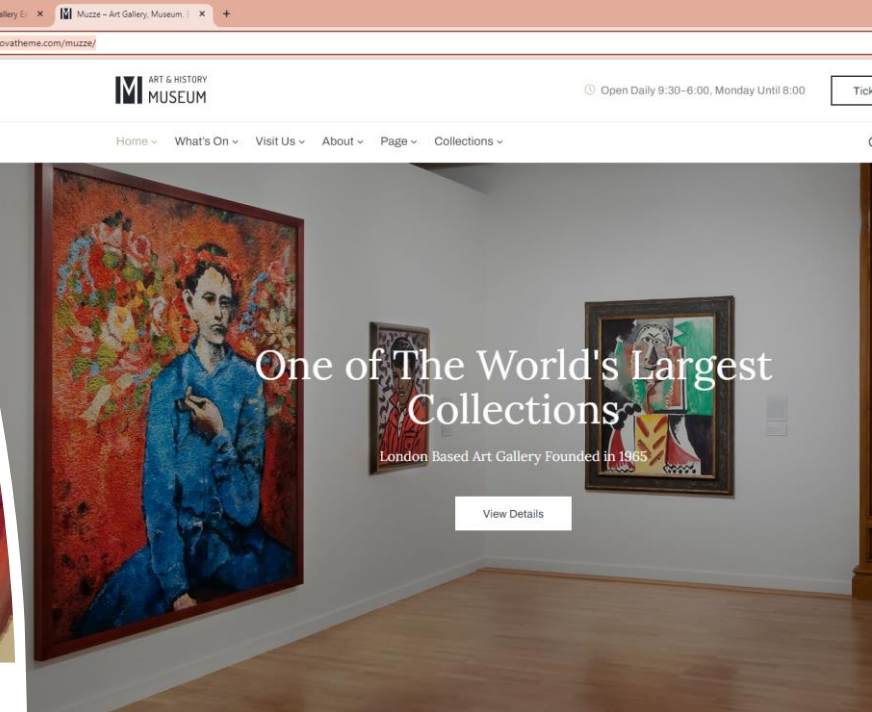
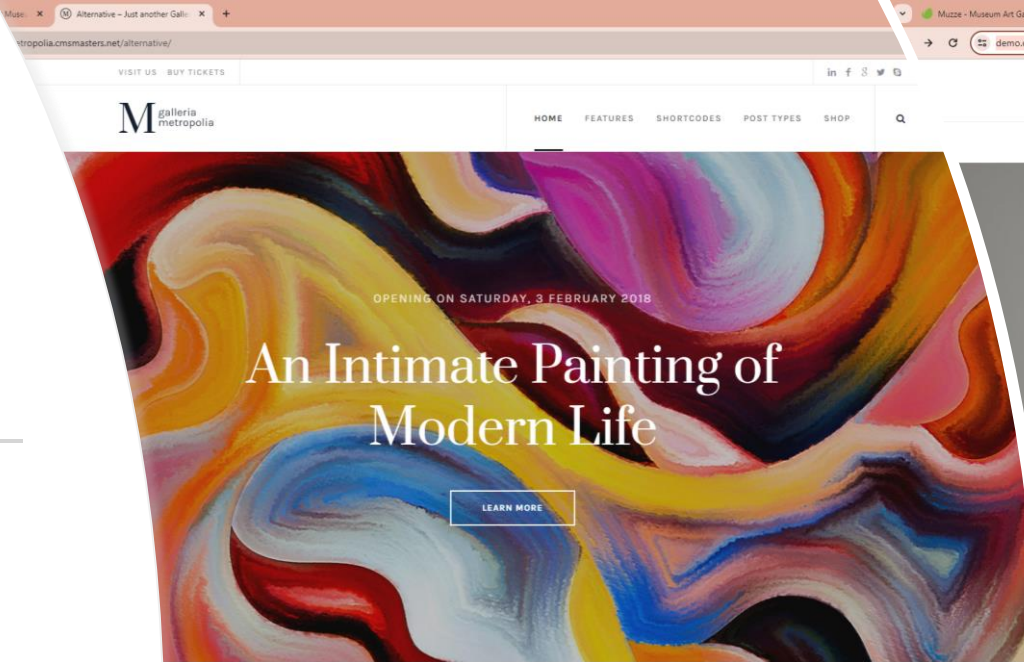
<https://www.mocanomi.org/about>

<https://www.emilyjeffords.com/>



Art WordPress Theme Examples:

- <https://galleria-metropolia.cmsmasters.net/alternative/>
- <https://demo.ovatheme.com/muzze/>
- <https://wordpress.dankov-themes.com/pheromone/onepage-half-screen-parallax-2/>
- <https://wiso.foxthemes.me/classic-landing/>
- <https://themes.pixelwars.org/life/>



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