



We Connect, Influence, and Sell.
Design | Strategy | Solutions | Branding | Support

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Website Relaunch

NBI (Now Business Intelligence)

Overview

NBI has recently ended a work relationship with a firm tasked with redesigning their website. The project was not progressing as anticipated in terms of either timing or direction. Key personnel at NBI each have specific desired outcomes for the project at present, resulting in some overlap of needs and some divergent perspectives. All stakeholders agree that the biggest need is to have the website homepage delivering the correct messaging no later than end of June 2018 (ideally by end of May 2018) and that they would prefer to have the current Drupal-based website be incrementally improved rather than redesigned. As of this writing, the website has just been brought online after approximately 24 hours of being inaccessible. Our objective is to implement changes while maintaining access to the site during regular business hours throughout the duration of the project.

Our role is to understand your business challenges, articulate the authentic qualities about NBI in terms of a customer advantage, and leverage our message with modern web publishing tools, enhanced by strong visual graphics and media.

Our role is to orchestrate a project plan that's specific to this work, and lead the project down a path toward succeeding in our goals. We're here to work with NBI web team, fully inform decision-makers and support you to make strategic choices.

PROJECT PROCESS

- Discovery
- Strategy
- Concept
- Execute

Project Process

Our understanding of the project needs based on current information is as below:

1. Discovery - Defining the pain points

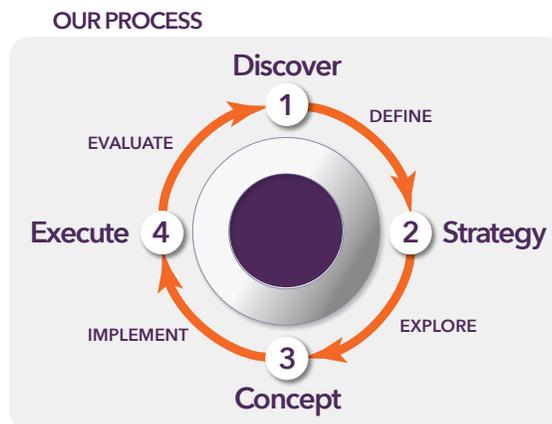
- Determine priorities and objectives from website decision makers.
- Assess publishing platform and tools
- Investigate target market
- Examine Case Studies
- Develop project plan

2. Strategy - What is bold About NBI?

- Explore messaging & design concepts
- Plan information architecture
- Site functionality enhancements
- Adjust and evolve project plan

3. Concept - Creating meaningful content to connect, influence, and sell

- Content creation (copy, graphics, video, case studies)



- Content publishing
- Manage project plan milestones

4. Execute - Making an Impact!

- Critical site changes deployed before end of June 2018
- Ongoing content development plan
- Leads capture/CRM assessment
- SEO effectiveness measurement & monitoring
- Create next steps

Our Methodology

At Bold Everything, we prefer to work in an iterative process to deliver smaller, immediately usable segments of each project. While not strictly an “Agile shop”, we are familiar with Agile and Kanban and incorporate elements of those methods into our process. We appreciate feedback and welcome it at each stage of the project so that we can adjust as needed for the final product to meet all requirements fully. We cultivate relationships with our clients such that the projects we create together are living works, and we continue to support you in maintaining and growing your online assets into the future.

With the exception of the Assessment phase, which precedes the initial work, these elements are addressed cyclically rather than linearly such that improvements in each of these areas are incorporated in each round of deliverables. Our plan is to begin by addressing the greatest pain points to make immediately visible improvement in the website from the first round of updates. This includes homepage look and feel, key messaging and calls to action from the homepage, and inclusion of references to Azure and any other services not currently represented on the site. From there, we work with you to incrementally improve the website working from the highest priority issues first and refining with each successive round.

PROJECT ELEMENTS

Assessment
Messaging Strategy
Information Architecture
Design Concepts & Visual
Information Strategy
Content Creation
SEO & Marketing

Project Elements

Assessment

Accurate assessment of the project needs is a critical first step. We believe in the philosophy of “measure twice, cut once” and have found that while the drive to “just get started” in executing a project can be very strong, taking the time to clarify requirements in advance creates a more efficient workflow, resulting in much quicker delivery once the project begins. A portion of the assessment phase informs our proposal, which is a working document intended to evolve through the duration of the project.

We have already initiated the Assessment phase in getting to know members of the team and hearing their concerns, as well as carefully reviewing what is currently available on your website. This process also needs to include meeting with your founder, Matt Nowosiadly, and reviewing the initial direction proposed here with all stakeholders to ensure that we have captured all requirements completely and accurately.

Messaging Strategy

At present, your website delivers a relatively homogenous priority of information. While there is a lot of information available on the website, the organization of it does little to guide your prospective clients towards the actions you want them to take. The first step needed is to create a communication strategy that will provide this direction for your prospects. It should be easy for anyone visiting your site to quickly determine whether you

can help with their needs, and how, and to know what steps they need to take to secure your support.

Information Architecture

Having clarified the core message, the next step is to align the website content with the messaging strategy. This typically involves recreating the site map and adjusting the page structure, navigation, and content categorization to suit the new strategy. It also involves including calls to action and cross-linking to provide more natural flow between the various sections of the website. The content should funnel readers through to getting in contact with you and beginning the relationship.

Design Concepts & Visual Information Strategy

Good design delivers and enhances your core message visually. This step goes hand in hand with the information architecture work so that the website supports visitors to access information easily through whatever platform they use to interact with the website. ADA compliance is also addressed at this stage since it has elements involved in both the visual aspects of the website and in the way content is written and delivered.

Ongoing Content Creation

With the website now functioning the way you want it to and delivering the appropriate key messaging in a way that guides visitors to take action, the next step is to continue to build content that delivers on your promises to clients. We have found that among the most useful content updates are knowledgebase articles which assist your existing clients to be self-supporting for routine actions. This frees up the time of your technology professionals to work on the really interesting problems that are worthy of their expertise. Our technical writers work with you to edit content you have already written and to compose new articles to expand your existing content base.

SEO and Marketing

Getting your website seen by your target audience, and measuring its performance once they visit it, are key aspects of ensuring return on your investment in website development. All content Bold Everything writes or edits is SEO optimized for specific key points so that it ranks highly in searches for those terms. Google Analytics and other monitoring tools are also incorporated, and we regularly monitor trends in your performance both against your past results and against your competition. Effective SEO requires adjustments over time to maintain performance. Our regular monitoring helps us to identify where and when these adjustments are needed to ensure solid performance over time.

Cost & Payment

Estimate of costs is based on current information. Changes in scope or direction of the project while in progress may impact the cost & time to deliver. Incidental third party costs (e.g. licenses, software modules, etc.) are not included in this estimate.

We are sensitive to the financial investment you've already placed in this site relaunch. We want to offer a flexible approach which minimizes upfront payments and associated risk.

Our are offering retainer-based agreement, with estimated blocks of time in pursuant with Step 1 and 2 of our project process (**Discovery and Strategy**).

\$5000, 50 hours over 2 weeks

As part of the agreement, we would report actual billable hours against estimate and project milestones.

We are confident NBI will recognize the value we to offer, and see positive impact from the work we do together right from the outset. We want you to begin receiving return on your investment as early as possible, and develop into an ongoing business partnership.

Schedule

We are prepared to conduct the Discovery phase immediately, and begin Strategy work by **May 1, 2018**. The intent is to have the critical needs addressed within the first and second sprints so your site shows improvement before the end of May and the month of June can be used for additional development, QA, and feedback to ensure that by June 30th all top level priorities have been accomplished. Beyond that point, we will continue to work with you at the pace and budget that best serves your needs for ongoing content development and SEO improvements.



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