Client Name:
Evaluation Example

A website evaluation is a valuable document that helps companies understand the current status of their website and more importantly, the critical steps necessary to improve it. Once you have performed a website evaluation, you will have professional recommendations on how to organize your content, integrate marketing strategies and implement appropriate technologies. The website evaluation will also detail the specific steps needed to technically incorporate these recommendations.

Benefits

We believe performing a website evaluation before beginning the building process, eliminates risk for both parties and provides a detailed plan of what can be expected once the building process is initiated.
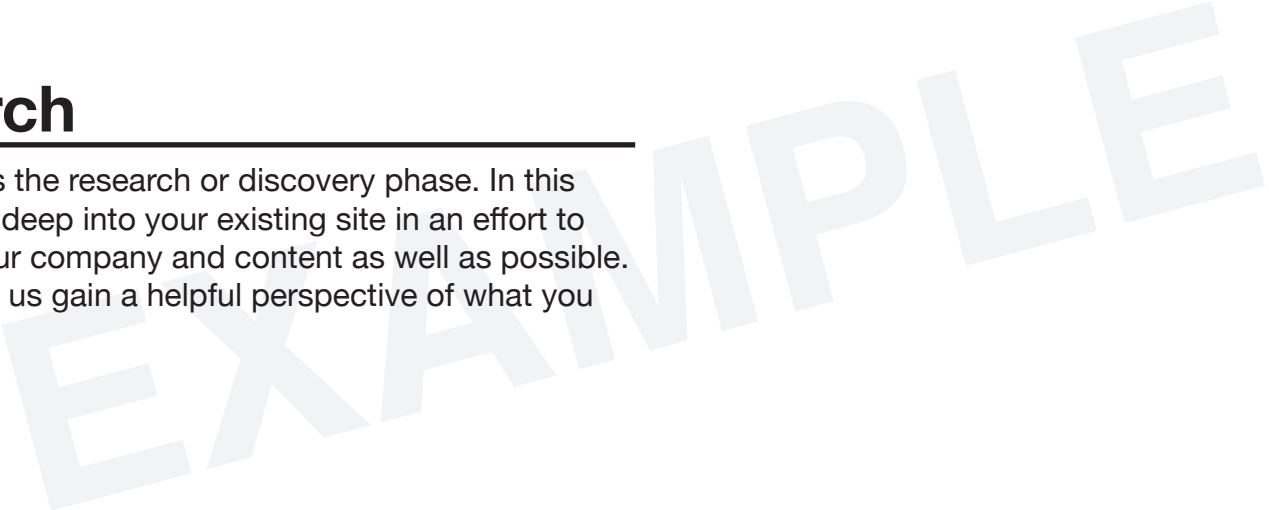
Research

Recommendations

Scope

Estimate + Timeline

Research

The first step is the research or discovery phase. In this phase we dive deep into your existing site in an effort to understand your company and content as well as possible. This also helps us gain a helpful perspective of what you do.

Performance

Usability

Substance + Form

Strategy + Promotion

Research

Performance

The first criteria for evaluating your website has to do with the performance, or functionality of your website. We perform speed tests and load time. We also check the code and information architecture. We want to see if your data is streamlined for maximum efficiency and future growth.

HTML

☑ **Specify a character set**
Specifying a character set in the HTTP response headers of your HTML documents allows the browser to begin parsing HTML and executing scripts immediately.

<meta http-equiv="content-type" content="text/html; charset=utf-8">

☐ **Minify HTML**
Compress your HTML file to remove comments, whitespace between tags, and unnecessary closing tags (such as) to reduce the overall HTML file size and speed up the parsing and execution of a webpage.

☐ **Enable gzip compression**
Compress HTML files with gzip to reduce asset count and file size.

☑ **Pre-fetch assets**
Pre-fetching means fetching and downloading assets before they're requested by the user.

<head>
  <link rel="prefetch" href="signup.html">
</head>

CSS

☑ **Combine CSS Files**
Combine, or "concatenate," CSS files together to decrease the number of requests and round trips the browser has to make, which subsequently decreases the page load time.

<link type="text/css" rel="stylesheet" href="all.css">

☐ **Minify CSS**
Compress, or "minify," CSS files for best practices such as removing all whitespace and semicolons for the las property of

a CSS declaration, which reduces overall file size and decreases page load times.

☑ **Put CSS in the <head>**
Moving inline style blocks and <link> elements from the document body to the document head improves rendering performance.

<head>
  <link type="text/css" rel="stylesheet" href="all.css">
</head>

☐ **Load CSS before JavaScript**
Load external CSS files first, before external and inline JavaScript in the <head>. JavaScript files are generally larger than CSS files, which delays browser execution and the download of other assets.

<link type="text/css" rel="stylesheet" href="style.css">
<script type="text/javascript" src="track.js"></script>

☑ **Remove unused CSS**
Removing or deferring style rules that are not used by a document avoid downloads unnecessary bytes and allow the browser to start rendering sooner.

☑ **Use efficient CSS selectors**
Avoid using a universal key selector (*) and the use of descendant selectors. Use class and ID selectors over tag selectors and remove redundant qualifiers. Always be as specific with your CSS as possible.

☐ **Enable gzip compression**
Compress CSS files with gzip to reduce asset count and file size.

☑ **Avoid CSS @import**
Using CSS @import in an external stylesheet can add additional delays during the loading of a web page.

☑ **Avoid CSS expressions**
CSS expressions slows down browser execution. Use standard CSS properties or JavaScript to improve rendering for IE users.

Research

JavaScript

☑ **Combine JavaScript Files**
Just like CSS, combine or "concatenate" JavaScript files together to decrease the number of requests and round trips the browser has to make, which subsequently decreases the page load time.

<script type="text/javascript" src="combined.js">
</script>

☐ **Minify JavaScript**
Compress, or "minify," your JavaScript files to eliminate unnecessary line breaks, extra spaces, and indentation, which reduces the overall size of the JavaScript files and increase page load time.

☑ **Load 3rd-party Assets Asynchronously**
Load 3rd-party assets asynchronously so they do not block important resources from loading. These assets are typically social share widgets (Facebook, Twitter, etc.) and analytics tracking (Google Analytics, etc.)

☑ **Load JavaScript after CSS**
Load your external and inline JavaScript files after CSS in the <head>. JavaScript files are generally larger than CSS files, which delays browser execution and the download of other assets.

<link type="text/css" rel="stylesheet" href="style.css">
<script type="text/javascript" src="track.js"></script>

☑ **Defer JavaScript loading**
Defer loading JavaScript not executed onload to reduce the initial download size, allow other resources to be downloaded in parallel, and speed up execution and rendering time.

☑ **Defer Javascript parsing**
Defer the parsing of JavaScript until it absolutely needs to be executed, which will improve the browser execution and page load time.

☐ **Enable gzip compression**
Compress CSS files with gzip to reduce asset count and file size.

☑ **Avoid document.write**
Using document.write() to fetch external resources, especially early in the document, can significantly increase the time it takes to display a web page.

document.write('<script src="second.js"><\/script>');

Images

☐ **Combine images using CSS sprites**
Use CSS sprites to combine many image files into one. This reduces the number of image requests and overall page size.

This technique also allows for faster parallelization of asset downloads.

☐ **Optimize Images**
Photoshop's Save for Web tool isn't perfect. Further optimization can reduce images up to 70%.

☑ **Specify image dimensions**
Specify image dimensions in the HTML or CSS. This prevents any reflows the browser has to make by determining image dimensions on the fly.

<img src="myimage.jpg" height="225" width="150">

☑ **Serve scaled images**
When precise dimensions are known, resize and save an image to those exact dimensions to decrease file size. Also, use scaled images for responsive web design to serve the smallest files possible.

☑ **Use optimized SVG images**
SVGs are XML files, making it possible to reduce their size without altering their quality.

☑ **Use Icon fonts**
An icon font allows you to load all every vector graphics in a single file. It's like a sprite for SVGs.

URLs

☑ **Avoid bad requests**
Remove any broken links, missing images, or other asset requests that result in 404 errors. Failing to do so creates a (higher) number of requests for non-existent assets that slows down the loading of the page.

☑ **Use domain sharing for parallel processing**
Serve resources from two different hostnames to increase parallel processing, which facilitates more simultaneous downloads than the browser would previously allow.

<img src="hostname1.example.com">
<img src="hostname2.example.com">

☑ **Minimize redirects**
Minimizing HTTP redirects from one URL to another cuts out additional RTTs and wait time for users.

☑ **Serve assets from a single URL**
Serve all assets and files from a single URL to eliminate any extra overhead with duplicated downloads and extra round trips by the browser.

☑ **Serve static content form a cookie-less domain**
Serve static resources from a cookie-less domain to reduce the total size of requests made for a page.

Research

☑ **Minimize DNS lookups**
Reducing the number of unique hostnames from which resources are served cuts down on the number of DNS resolutions that the browser has to make, and therefore, RTT delays.

Caching

☑ **Use a Content Delivery Network (CDN)**
Leverage a CDN to cache static assets in data centers around the world and deliver a website faster.

☑ **Use browser caching**
Set an expiry date or a maximum age in the HTTP headers for static resources to direct the browser to load previously downloaded resources from the local disk rather than over the network.

☑ **Make redirects cacheable**
Cache redirects by a user's browser when possible to decrease page load times for repeat visitors.

☑ **Use proxy caching**
Enable public caching in the HTTP headers for static assets to allow the browser to download resources from a nearby proxy server rather than from a remote origin server.

Performance Summary

Overall, performance is good. There are minor changes required for optimization and w3c compliance. Correctly optimizing images, enabling compression and minifying code will improve performance. Serious issues involve lack of mobile optimization and maintaining duplicate code. A content management system would be helpful.

Score: 75% (28/37)

Research

Usability

Usability deals largely with user experience (UX) design. UX design can be considered the point where form and function meet.

Homepage

☐ **First impression**
The homepage creates a positive first impression and supports conversion.

☐ **Clear call for action**
Users know what to do next and why it benefits them. They understand the value proposition and purpose of the site.

☑ **Login**
Logged in user's name is displayed on the site. e.g. "Hello, Charles", not "Hello, Sir".

☐ **Important updates**
Major changes to the site are announced on the homepage. For example changes in delivery policy or website downtimes.

☑ **Contact**
Company location and contact information is easily accessible from the homepage. There is a privacy policy, in case the site gathers information about users.

☑ **Visuals**
Images and videos are relevant and meaningful. No unrelated stock photos of models. There are high-quality screenshots, videos or photos of the products and services. Audio or video doesn't start automatically, unless user expects it.

☑ **URL redirection**
Site URL works with or without www. For example "www. userium.com" and "userium.com". Check e.g. Redirect one URL to another.

Navigation

☑ **Important links**
Important links aren't placed in moving features, for example auto-rotating carousels and accordions.

☑ **Sorting**
Alphabetical A-Z sorting is avoided. It is used only when there are no better alternatives, such as grouping items into descriptive, related groups.

☐ **Location**
Users know where they are on the site. For example with the use of breadcrumbs. Also, there is a site map on large sites.

☑ **Consistency**
Navigation is consistent on every page. Links are descriptive. There are no "click here" links.

☑ **Site description**
There is a site description in the window title, which is easily understandable as a bookmark.

☑ **URL**
Site's URL is memorable.

Links

☐ **CTAs**
Important commands are displayed as buttons, not links. For example "Buy" or "Pay" is a button, not a link. Links don't open a new browser tab or window, unless it is e.g. a .pdf file.

☑ **Recognizable links**
Links are easily recognizable. They look clickable. Items that aren't links don't look clickable, for example underlining text is avoided.

☐ **Color**
Visited links color is different than unvisited.

☑ **Broken links**
There are no broken links. Check with e.g. W3 Link Checker.

Layout

☑ **Hierarchy**
Important content is displayed first.

☐ **Site is responsive**
Works with different screen sizes.

Research

☑ **Related information**
Related information is grouped together clearly.

☑ **Popups**
There are a minimum amount of pop-up windows.

☑ **Consistency**
Page layouts are consistent across the whole website.

☐ **Whitespace**
Pages aren't cluttered. There is enough white space to support scanning.

Forms

☑ **Simplicity**
Only absolutely necessary questions are asked in forms.

☐ **Long dropdown menus are avoided**
Instead users can input text, which is validated on the backend. Also, long dropdown menus are error prone to users scrolling with the mouse.

☑ **Inputting data**
Inputting data is flexible, e.g. with phone numbers and credit card numbers.

☑ **Labels**
Fields are labeled with common terms, e.g. Name, Address (supports autofill).

☑ **Confirmation**
Form submission is confirmed on e.g. a confirmation page.

☑ **Validation**
Error messages are shown next to the input field, not just on top of the page.

Content

☑ **Contrast**
There is adequate contrast between the text and background. Check with e.g. www.checkmycolours.com

☐ **Content is scannable**
There are short paragraphs, descriptive headings, lists and images. Visual content is used when appropriate, instead of large amounts of text.

☑ **Understandable**
Content is written with common language that users easily understand. Check with e.g.: www.read-able.com/

☑ **Contact**
Contact and company information is clearly displayed. Clicking the contact link doesn't automatically open a mail application.

☑ **Useful**
Content is useful and up-to-date, providing answers to the most common questions asked by users. There are no long instructions or "welcome to our website" text.

Accessibility

☑ **Alt attributes**
Alt attributes are provided for non-text elements, such as images and maps. Captions and transcriptions are used for audio and video.

☑ **Color**
Color alone is not used to convey information.

☑ **CSS**
Content is readable without a style sheet. Check e.g: http://achecker.ca/checker/index.php

☑ **Accessible navigation**
Site can be navigated with a keyboard, without using a mouse. Browser's keyboard shortcuts aren't overridden.

☑ **Selectable**
Links, buttons and checkboxes are easily clickable, for example a user can select a checkbox by clicking the text, not just the checkbox.

Research

Usability Summary

Usability standards are adequately enforced. Calls to action are not sufficiently clear. The site does not work on different screen sizes and may be confusing to know where you are in the sites numerous pages.

Score: 74% (29/39)

Research

Substance + Form

We grade the quality of the content and measure how well the elements of writing, photography and design are combined to create a clear and cohesive message.

Content usefulness & relevance

☑ Meets user needs, goals, and interests
☐ Meets business goals
☑ Information hasn't expired
☐ Updated frequently, as needed

Content clarity & accuracy

☑ Understandable to customers
☑ Organized logically & coherently
☑ All the information is correct
☑ Does not contain typos, or grammatical errors
☑ Images, video, and audio are clear and meet technical standards

Content influence & engagement

☐ Uses the most appropriate techniques to influence or engage customers
☐ Executes those techniques effectively

Content completeness

☑ Includes all of the information customers need or might want about a topic
☐ Includes the right amount of information about a topic for the context

Content voice & style

☑ Consistently reflects the editorial or brand voice
☑ The tone adjusts appropriately to the context—for example, sales versus customer service
☑ Conveys the appropriate editorial and brand qualities
☑ Copywriting has a style and adheres to it consistently
☑ Reads, looks, and sounds as though it's professionally crafted

Graphics

☐ **Quality**
Images and graphics are clear and professional.

☑ **Photography**
Photos relate to content and were not obviously acquired from a stock resource.

Color

☐ **Appropriateness**
Colors are used effectively and convey the appropriate attitude.

Layout

☐ **Hierarchy**
The content is easy to scan and read.

Typography

☑ **Size**
Fonts are appropriately sized.

☐ **Readable**
Body copy is easy to scan and read.

Interest

☐ **Appeal**
Design is appealing and stimulates interest.

☑ **Novelty**
Design is unique and does not resemble a template.

Research

Substance + Form Summary

The site has quality content and a lot of it. Every subject, product and service is thoroughly covered in detail. First impression is overwhelming. Most pages are cluttered and don't have enough white space to support scanning. The black background is overwhelming and dated.

Score: 62% (16/26)

Strategy

Whereas the other three research criteria rate the website itself, the strategy portion focuses on your efforts to attract visitors to your website. This criteria determines the effectiveness of your marketing strategy.

Purpose

☑ **Website objective**
The purpose of the website is clear and can be identified immediately.

☑ **Measure performance**
Tracking tool(s) like Google Analytics are installed. Google Analytics will tell you in a report where your traffic is coming from, how many page views your website is receiving, your most popular pages and what keywords people are using to find you.

☐ **Social media integration**
Active Social Media Accounts are promoting the website. This allows you to be found in multiple places on the Internet, increasing your exposure to your target market.

Establish credibility and expertise

☑ **Identification**
What you do is defined clearly and can be identified immediately.

☑ **Audience**
Who you do it for is listed clearly.

☑ **Services**
How you do it is also stated clearly.

Lead generation

☐ **Call to action**
There is an easy way for potential clients to get a hold of you.

☐ **Reciprocation**
Users know what to do next and why it benefits them. They understand the value proposition in exchange for volunteering their information.

☐ **Customer relationship manager (CRM)**
Website leads are automatically inputted into a Customer Relationship Manager (CRM). A good CRM will (among other things) enable you to track leads, plan marketing actions and create tasks to help you keep on top of your prospective customers and turn them into buyers.

☐ **Call cycles**
Manage call cycles with a CRM that ensures that calls don't get missed and that clients don't slip through the cracks in your customer service? You must "touch" a client at least once every 90 days as a minimum to stay top-of-mind.

Nurturing and executing sales

☐ **Transparent pricing**
Prices are clearly displayed. There are no hidden costs or surprises in the terms.

☐ **Executing transactions**
Transactions are executed quickly and easily.

☐ **Advanced CRM tools**
Use a CRM (like Salesforce) to continually update leads as they mature through your sales process. Salesforce can report back to your site when a lead that originated there makes progress.

☐ **Conversion management system**
Statistics have shown that people are most responsive to marketing campaigns in those first few days after a sale. Positive communication from you also helps minimize "buyer's remorse." It may be as simple as an automated email thanking them for their purchase, or you may like to include positive testimonials from past buyers, hints and tips for the new product, or a special offer on their next purchase to thank them for choosing you.

Search Engine Optimization (SEO)

☑ **Title**
The <title> tag is required in all HTML documents and it defines the title of the document. This tag displays the page title in browsers toolbar and in the search-engine results (SERPs). It

Research

also provides a title for the page when it is added to favorites. A descriptive <title> tag is important in helping search engines determine your web page's relevancy for certain keywords.

☑ **Description**
The meta description tag is meant to be a short and accurate summary of your page content. This description can affect your search engine rankings and can also show up directly in search engine results (and affect whether or not the user clicks through to your site).

☐ **Keywords**
The meta keywords tag allows you to provide additional text for search engines to index along with the rest of what you've written on your page. Meta keywords can emphasize a particular word or phrase in the main body of your text.

☐ **Keyword usage**
Your primary keywords should appear in your meta-tags to help identify the topic of your webpage to search engines.

☐ **Heading tag**
<h1> headings help indicate the important topics of your page to search engines. While less important than good meta-tiles and descriptions, h1 headings may still help define the topic of your page to search engines.

☑ **Robots.txt**
Search engines send out tiny programs called spiders or robots to search your site and bring information back so that your pages can be indexed in the search results and found by web users. If there are files and directories you do not want indexed by search engines, you can use the "robots.txt" file to define where the robots should not go.

☑ **Sitemap**
Sitemaps are an easy way for webmasters to inform search engines about pages on their sites that are available for crawling. In its simplest form, a sitemap is an XML file that lists URLs for a site along with additional metadata about each URL (when it was last updated, how often it usually changes, and how important it is, relative to other URLs in the site) so that search engines can more intelligently crawl the site.

☑ **SEO friendly URLs**
Website URLs and links are SEO friendly.

Strategy Summary

The current site is not selling products and is not collecting information from visitors so it exists to establish credibility. There is a lot of information but nothing a visitor can process quickly. What you do, how you do it and for whom could be much clearer. The site is losing valuable SEO credit due to missing keywords and heading tags.

Score: 71% (10/14)

Research Summary

The site contains valuable content but has room for improvement in all four criteria: Performance, Usability, Substance and Strategy.

Recommendations

In the second phase of the evaluation process, we make recommendations based on the goal of the site. Recommendations include content organization, technology and in some cases marketing strategy or business process. If we discover more than one appropriate solution, we will list them individually for your consideration.
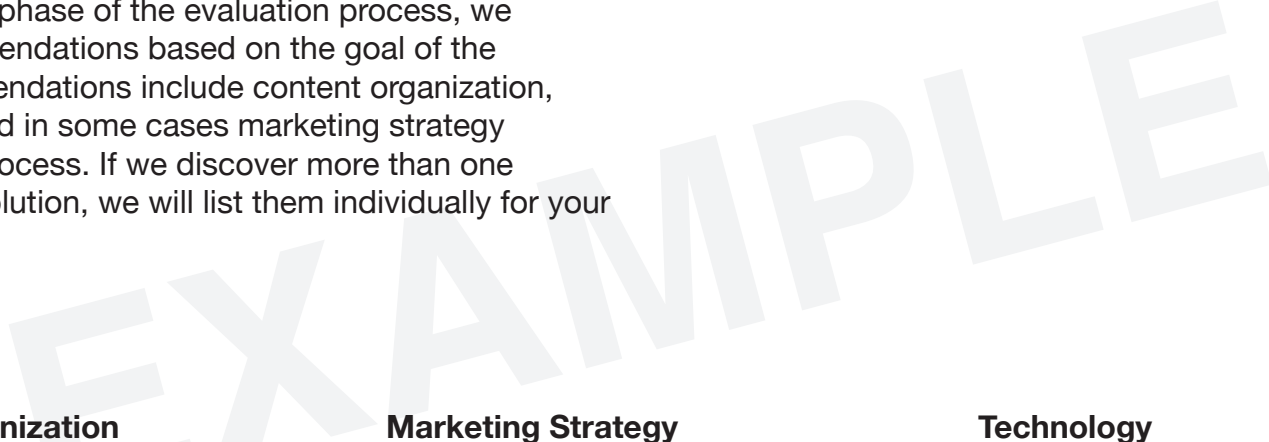
Content Organization

It is clear that E&S has a lot of content. Based upon our research, this content needs to be organized carefully. Our recommendations begin with structuring the content into three main groups: Theater Solutions, E&S Community and About E&S. These groups will have different priorities and serve individual purposes.

Marketing Strategy

Based on the newly organized content, different sections of the site have different purposes. We recommend the Theater Solutions section become a resource for capturing potential customers. The Community section should become a resource for existing customers with features that will bring repeat traffic to the site.

Technology

Based on the objectives of the site, there are a number of specific functions that will be required. Many of these are standard web functions so they won't have to be built from scratch. There are a number of existing solutions we can implement. We have outlined recommendations and options for these solutions in this section.

Site Objective(s)

The objective of es.com is to simplify the overall experience by clearly presenting our products/services to increase sales leads and to become a valuable resource for existing customers. The website should also be an internal tool for investors and potential hires.

Recommendations

Digistar
Shows
Domes

News
Support
Client List

History
Careers
Investor Info
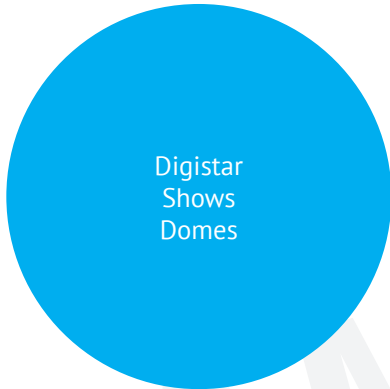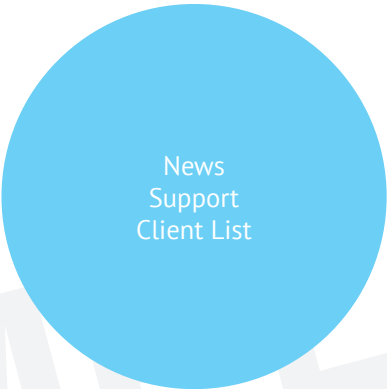
Theater Solutions

E&S Community

About E&S

Theater Solutions

This section should have the highest profile and visibility on the new site. It is mostly made up of the products and services E&S offers and is primarily geared toward potential customers. It will have calls to action that urge visitors to share contact information or reach out to E&S directly.

E&S Community

The community portion of the website should be the second focus and is primarily for existing E&S customers. This section holds useful information about news and updates. Product training and maintenance fall under this category as well as all other support services that can be performed without logging in.

About E&S

The final group will the least amount of exposure on the new site. This section contains details and specific information about E&S as a company. The history of E&S and available careers fall under this section. Investor data and reports also belong to this group.

Recommendations

Content Priority

66%
Theater Solutions

E&S Community 24%

About E&S 10%
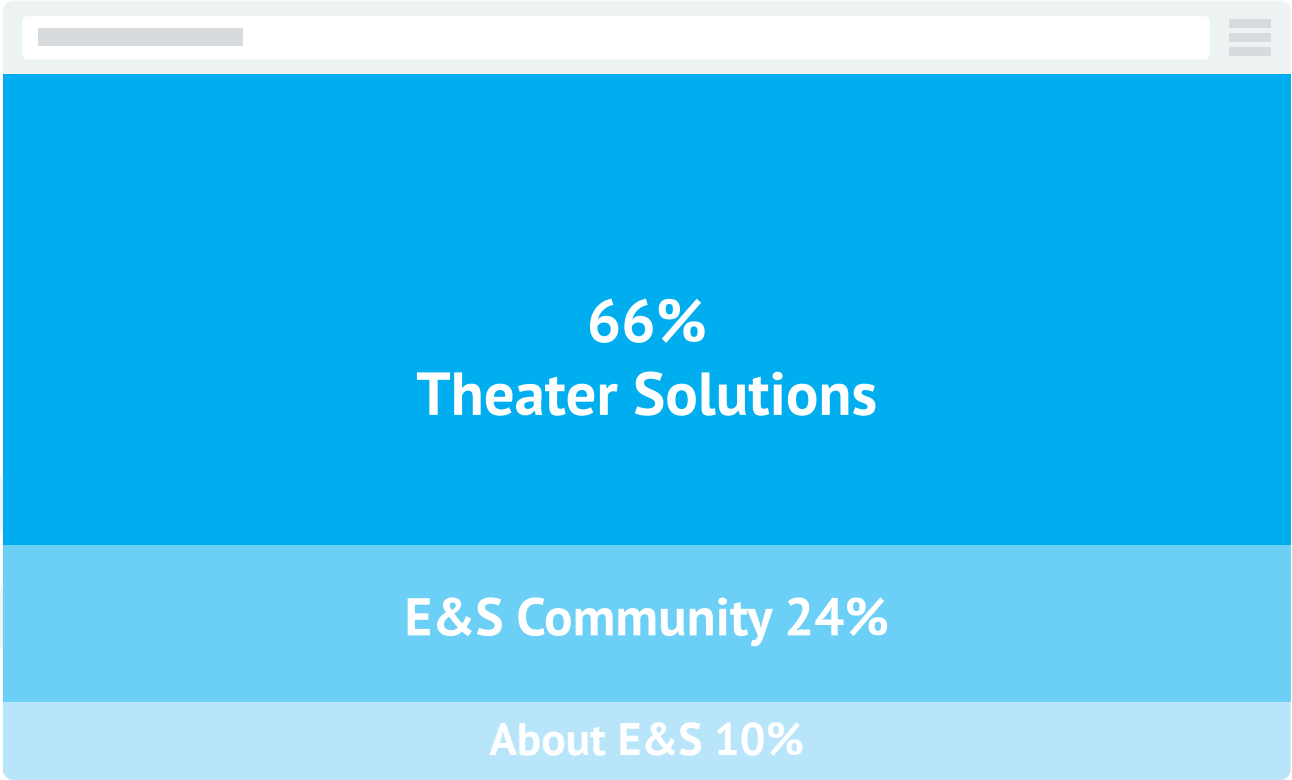
Hierarchy of Information

The Theater Solutions section should hold the majority of the focus. The graph demonstrates the relationship of the sections if they were physically represented in a browser window.

Recommendations

Homepage Real Estate
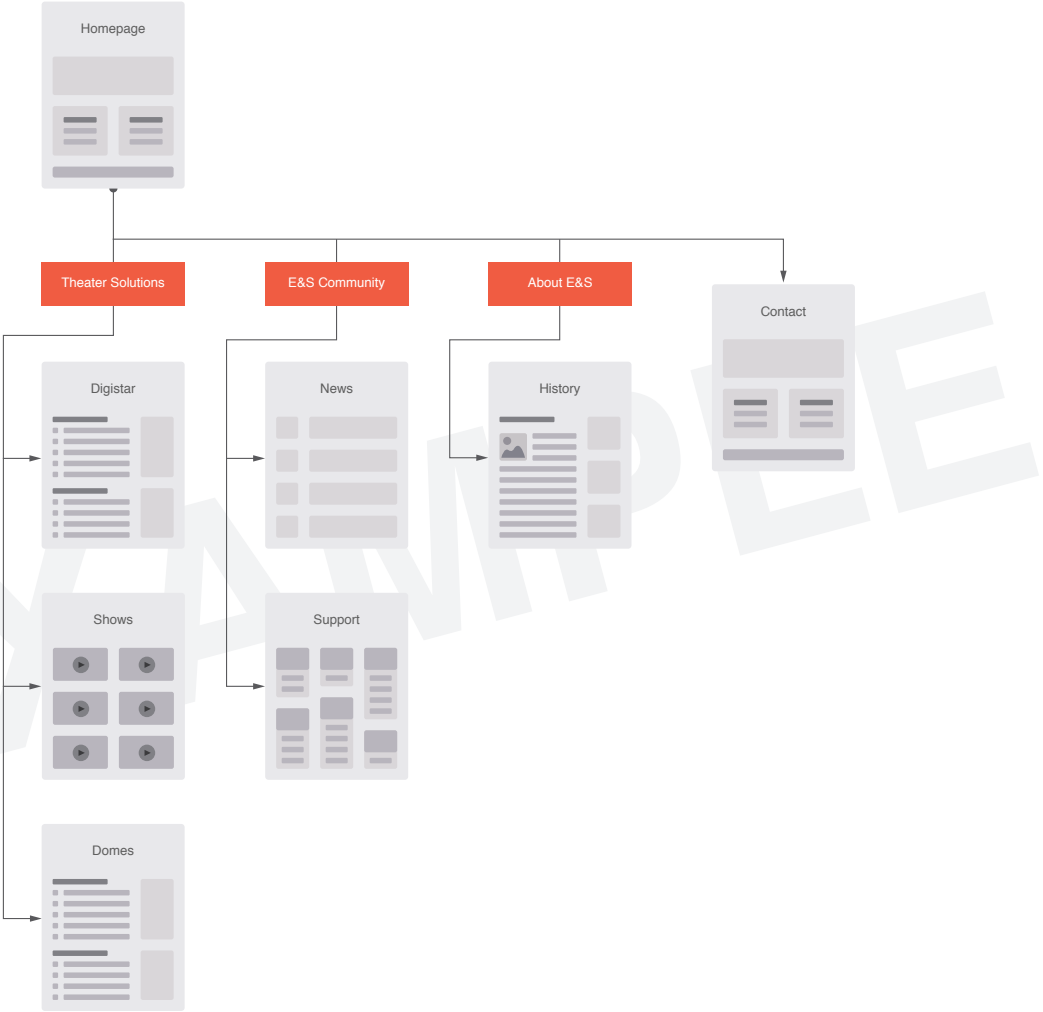
Recommendations
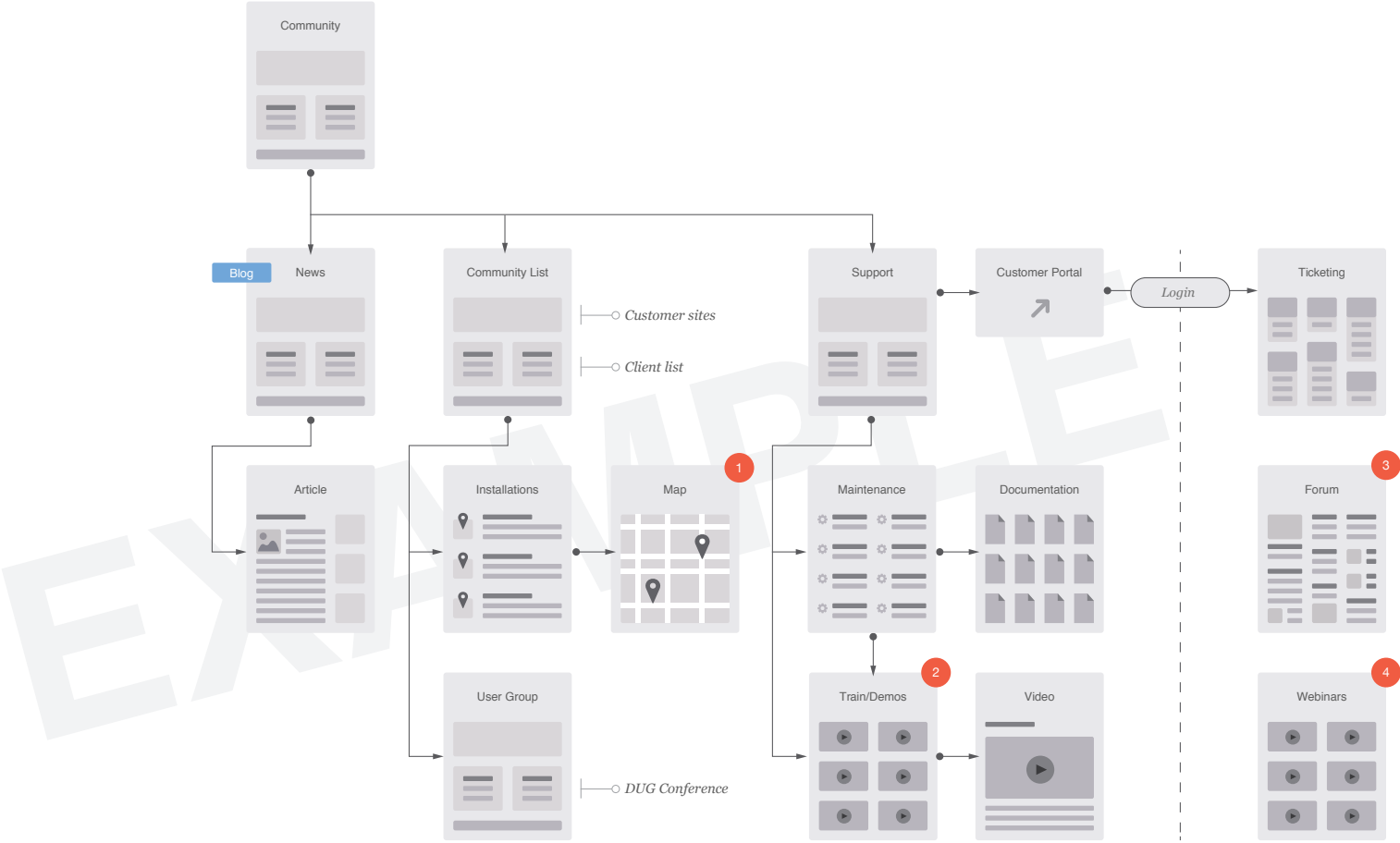
Theater Solutions Outline
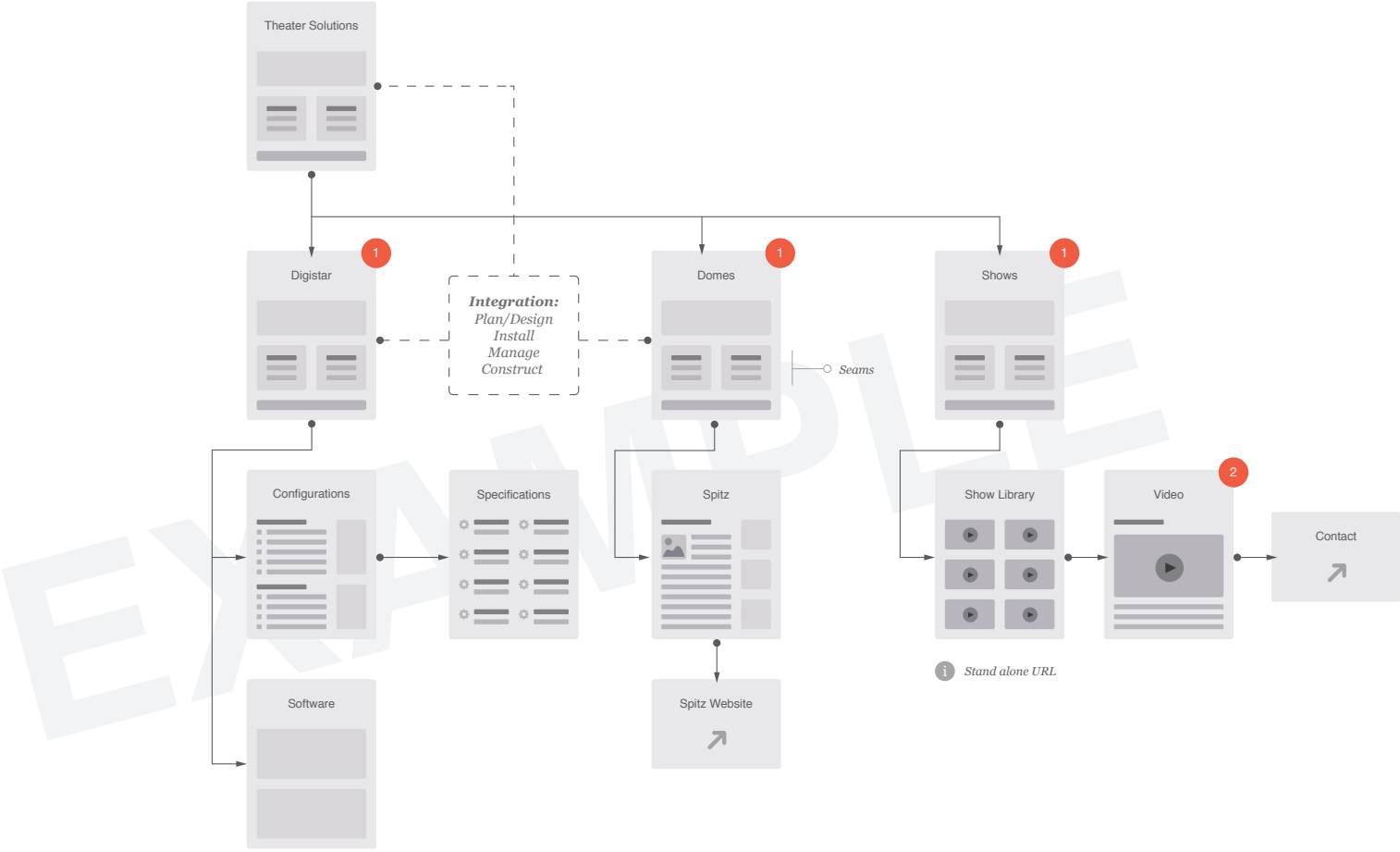
Constant Contact Integration

You are currently using Constant Contact for email blasts, so integrating the site and/or a CRM with Constant Contact would streamline the process of contacting your customers.

Video Integration

Leveraging Vimeo for viewing trailer library and ordering shows.

Recommendations

E&S Community

News Blog

A blog platform is the easiest way to post news and updates for your community to view. It is also helpful to post new content regularly.

Client List Map

An optional feature may be an interactive map that displays clients and installations all over the world.

Webinars

Offering special webinars about industry topics demonstrates expertise and is a good way for attracting new business.

Training/Demo Videos

Providing training videos and demonstrations of theater systems would increase the value of the site for returning visitors.

Forum

In additions to providing support, you may consider adding a forum for clients to discuss with each other. The E&S community appears to be large enough to support this feature.

Recommendations

About E&S
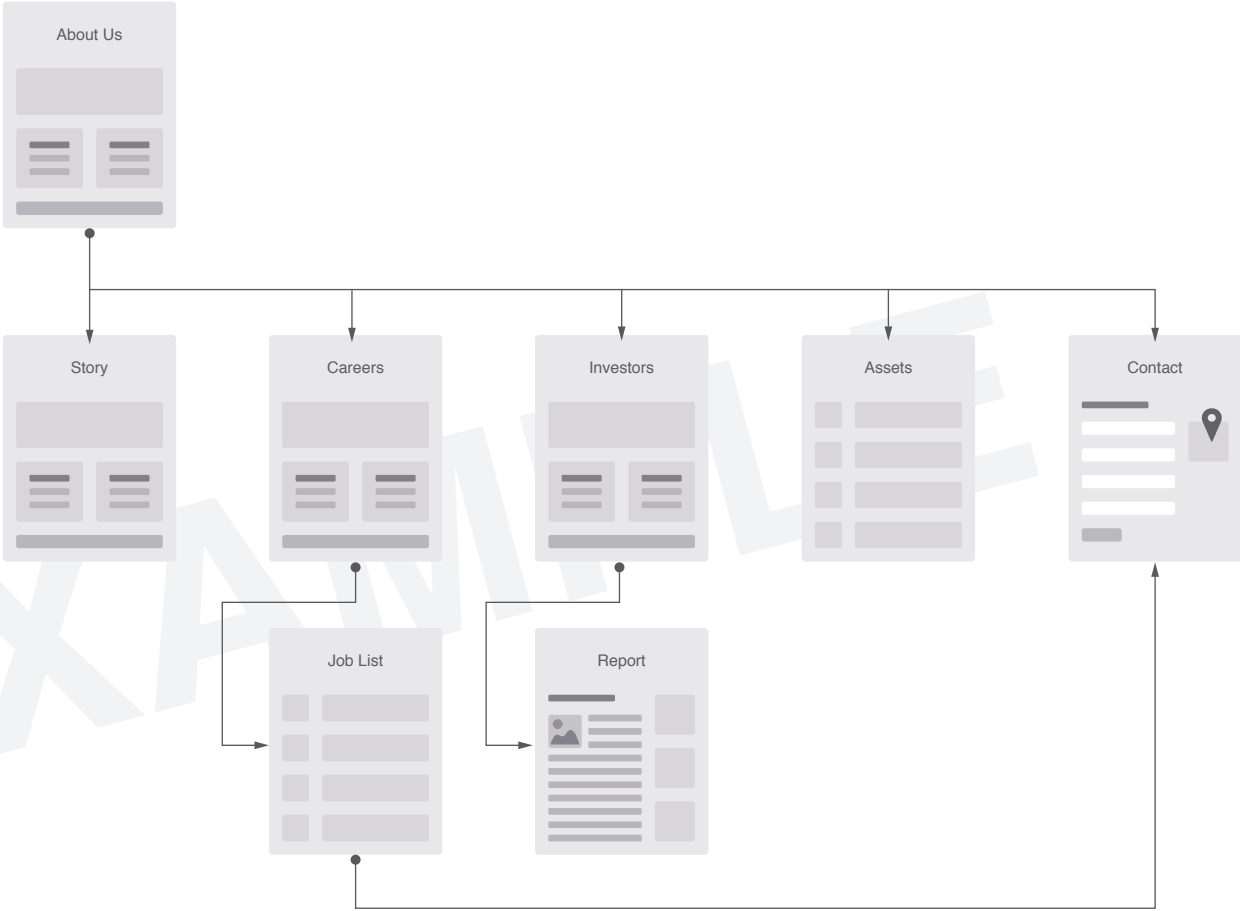
Recommendation Summary

Reorganizing your vast content and capturing leads will turn your website into a valuable sales tool. By grouping community pages together and adding a few features will transform your site into a valuable resource for existing customers.

Scope

We try to be as detailed as possible while outlining the process and techniques for implementing our recommendations in every section of your website. We try to be thorough enough that you could take the report in-house or even to another developer and they would be able to execute them easily.

Strategy

The first step to creating a successful website is to clearly define the purpose and
scope of the site. We recommends writing a purpose statement that can be used as a reference throughout the website creation process. Creating a persona
matrix is also helpful in determining the motivation of visitors to the site and how their experience can be optimized.

Structure

Once the purpose and scope of the site are clearly defined, the next step is to organize the content and messaging of the website. Simultaneously, a wireframe of the site is developed to further organize content and flow as well as test usability. The wireframe serves as a page schematic or blueprint and is a visual guide that represents the skeletal framework of a website.

Design

After the content is sufficiently organized and laid out in a wireframe, the process of creating the visual elements and messaging of the website begins. This includes the "look and feel" of the website and involves styling the newly structured site with color, type, imagery and graphics. We will write and propose copy for the homepage. We will provide two proofs of the homepage with the option of one revision to the initial designs. The design of subordinate pages will be based on the approved homepage design, with the option of one round of revisions. Once the client is satisfied with the visual look of the website, the project will be passed off to the final
phase of the process.

Development

After the visual design has been approved, the final step in the process is to implement the design. This is the actual construction and coding of the site. All uncertainties of usability and style should be answered before proceeding to the Development Phase. Development will commonly include HTML, CSS and Javascript but may include other languages, systems and platforms based upon the initial scope determined in Phase 1. We assume the responsibility to make sure the features and unique functions of the website are constructed with the most appropriate technology available.

Scope

Strategy

Some of the strategy was outlined in the recommendation section of this report. Other key components and tools needed to execute strategy are detailed below.

Objective

The objective of the site was analyzed and determined in the Recommendation section of this report. According to our research we recommended the following purpose statement:

Purpose Statement
The objective of es.com is to simplify the overall experience by clearly presenting our products/services to increase sales leads and to become a valuable resource for existing customers. The website should also be an internal tool for investors and potential hires.

Persona Matrix

Target Audiences
Based on the recommendations, the E&S site is catering to 3 different groups. A persona matrix will be developed for each of the groups.

Theater Solutions
The target audience for the Theater Solutions section includes planetarium directors and architects. They are generally interested in an overview of the E&S offerings.

Community
The Community section is primarily made up existing customers. This audience is somewhat familiar with E&S and will visit the site for specific requests.

About
The About section is where visitors can find detailed information about the company. This will include investors/employees and potential employees as well.

Scope

Structure

By building the frame of the site first, we can uncover flaws and gaps early on, while changes are still easy to make. Portions of the E&S site are complicated enough to warrant a wireframe. It will not be necessary to wireframe the entire site.

Sitemap

A recommended sitemap was proposed in the Recommendations section of this report. This was primarily used to illustrate the recommended organization of content. It may be necessary to revise the sitemap as details are discovered.

Wireframes

Wireframes are extremely helpful in illustrating technical or complicated pages or sequences. It is usually not recommended to wireframe *every* page of the website. It is valuable in cases where a unique or unusual feature is required.

Theater Solutions
There are two portions of the Theater Solutions section that are complicated enough to merit a wireframe. Digistar has so much information, it would be helpful to outline how that information can be layered and distributed. The second portion would be the video library. The functionality of the current video library is well done, so that could serve as the outline for the new site.

Community
The Community section is probably the most complicated of the three sections. There are four portions of the recommended Community section that require special features.

Implementing an interactive map of all the installations will most likely require wireframing.

The details of a training and video section will also require some wireframing to clarify how that experience will be executed effectively.

Should a forum be integrated behind the client login, a wireframe may be helpful for UX testing.

Finally, integrating a webinar program may need a wireframe to highlight the intricacies involved.

About
There are no interactive components to the About section that may warrant a wireframe.

Scope

Design

After the structure is in place, it is time to add the style. Colors, backgrounds and typography are selected and mocked-up in Photoshop to review style and layout. Individual templates are identified and mocked-up. It is not necessary to design every page of the website.

Homepage

Visual design begins with the homepage. It is helpful to investigate at least two different design directions that the rest of the pages will follow. These are typically created in Photoshop and shared digitally.

Subpages

After a design direction has been approved for the homepage, design of the subsequent pages begins. It is not necessary to design every page of the website, only unique layouts. Websites are built in templates. Pages with the same layout will be given a template that applies to all the corresponding pages. We will identify and design these key pages, or templates. In this case, we have identified 15-20 pages that may require unique layouts.

Photography

It is the assumption that E&S has photography that they could provide for the website. If additional photography is needed, than an estimate for searching stock photography or directing custom photography will be required.

Scope

Development

The final stage of building a website. After the design is approved, it is time to build the site using the recommended coding language. The programmers will implement the designs in a testing environment and the site will be thoroughly tested before launch.

Coding

Setup
Installation of WordPress and database to testing server.

PHP/CSS
This is the actual writing of code of each template page of the site.

Special Features

Forum
We have determined that integrating vBulletin would be the best solution. This involves searching existing possibilities of integration and implementing the best solution. If none exist, a new evaluation will be required to determine a custom solution.

Integrate Contact Management
Constant Contact is a large provider and without a doubt had pre-built Wordpress applications that could be integrated into the site. We must evaluate the available options and determine the best fit, if any. If a suitable solution does not exist, we will need to consider a custom solution. This estimate does not include a custom build.

Video Integration
E&S currently uses Vimeo. We recommend integrating a video library via the Vimeo API.

Interactive Map
The interactive map to showcase installations is an optional feature. We recommend a pre-built solution. In the case where a custom solution is required, a new evaluation will be performed to determine a custom solution.

Webinar Program
A webinar program to collect subscribers is also an optional feature. This can be done via Vimeo privacy settings, but if a more robust solution is desired, a new evaluation will be performed to investigate existing and custom solutions.

Testing

The site will be thoroughly tested on a testing server and on all major operating systems and browsers.

Launching

The performance evaluation in the Research section of this report will be performed on the site before launching. Once the site is moved to the client's server, the site is complete!

Estimate + Timeline

The final section deals with time and money. After all our research and recommendations, it is much easier for us to provide an accurate time line and cost estimate to complete the project. We can often provide multiple options and add-ons because we had the freedom to explore alternatives in phase 1.

Estimate + Timeline

Entire Website Estimate

Below are the cost estimates and timelines for implementing all the recommendations outlined in the Scope section of this document.

Strategy

Estimate
$X,XXX

Time
1 Week

Structure

Estimate
$X,XXX

Time
1 Week

Design

Estimate
$XX,XXX

Time
3 Weeks

Development

Estimate
$XX,XXX - $XX,XXX

Time
8 - 12 Weeks

Total

Estimate
$XX,XXX - XX,XXX
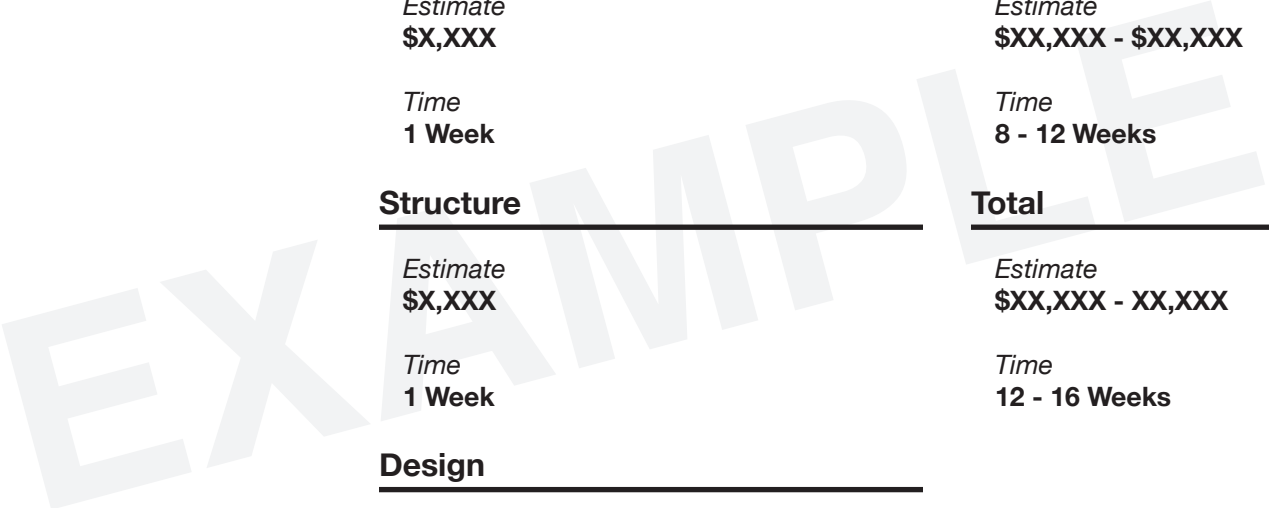
Time
12 - 16 Weeks

Estimate + Timeline

Phased Website Estimate

Below are the cost estimates and timelines for implementing the recommendations outlined in the Scope section in *phases*. These are calculated chronologically with Theater Solutions first, followed by the Community and About sections respectively. Theater Solutions also includes general setup costs, like WordPress, that the other sections will be built on.

Theater Solutions Section

Estimate
$XX,XXX - $XX,XXX
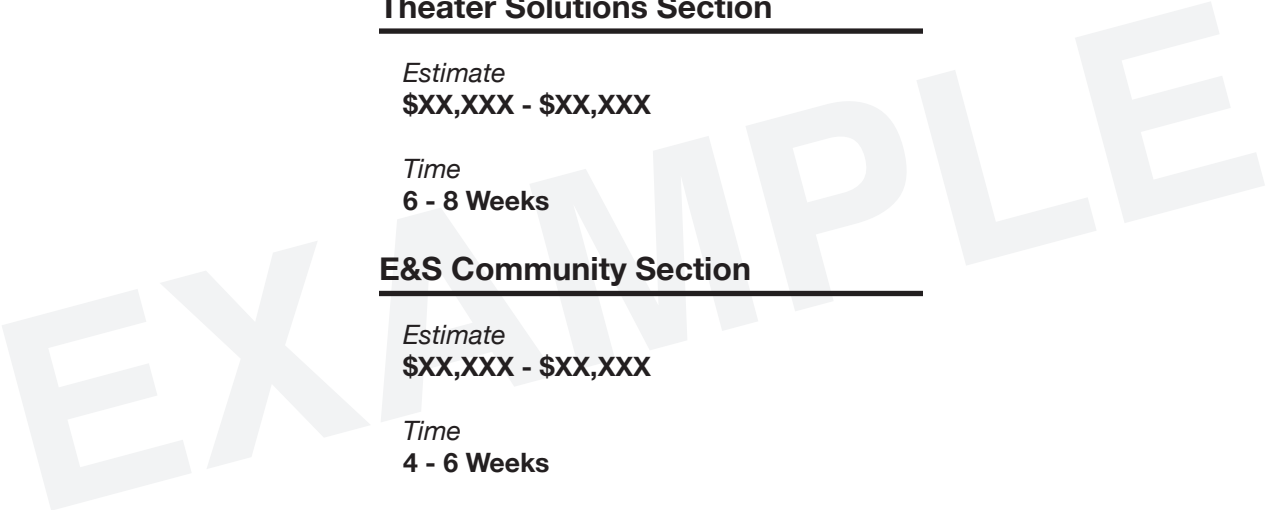
Time
6 - 8 Weeks

E&S Community Section

Estimate
$XX,XXX - $XX,XXX

Time
4 - 6 Weeks

About E&S Section

Estimate
$X,XXX - X,XXX

Time
3 - 4 Weeks

Estimate + Timeline

Optional Recommendations

Below are the cost estimates and timelines for implementing the optional features outlined in the Scope section of this document. They can be included in the timeline above or added independently at another date. The time estimated here is for independent implementation.
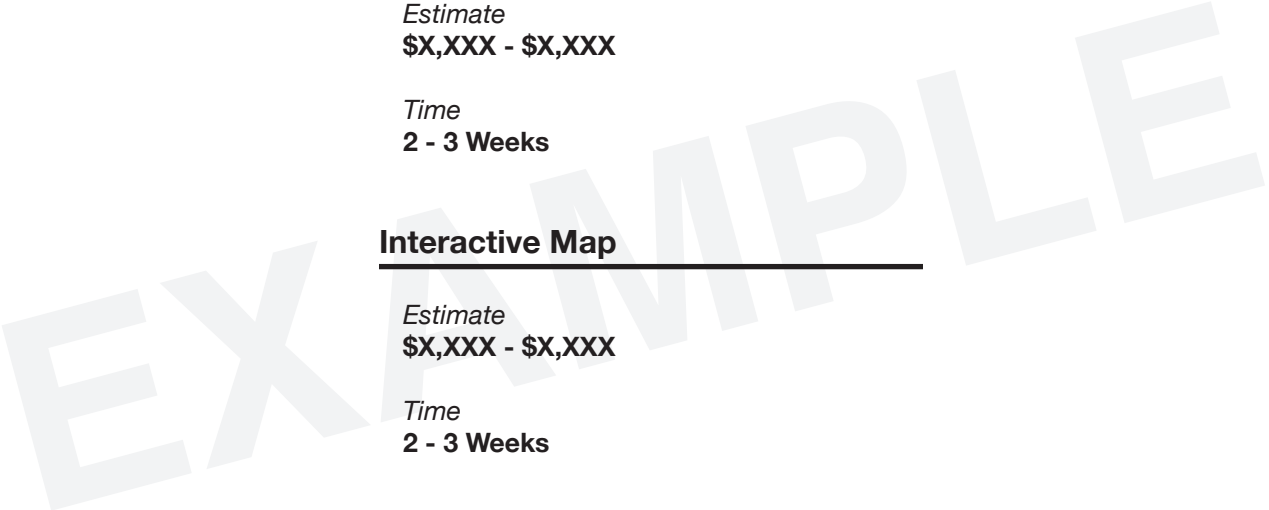
Forum

Estimate
$X,XXX - $X,XXX

Time
2 - 3 Weeks

Interactive Map

Estimate
$X,XXX - $X,XXX

Time
2 - 3 Weeks

Summary

The current E&S website stands in need of improvement. Reorganizing the content will help the most. We are confident that if you follow the recommendations outlined in this document, you will transform es.com into an even more successful site that will help your sales team and your existing customers.