Traktek Partners

Website Redesign

Proposal

Prepared for:
World Wide Web Consortium
Public-website-redesign@w3.org
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Introduction

Thank you for the opportunity to share our vision and proposal for redesigning the W3C website, including information architecture, design, development, content migration, SEO, and strategic digital marketing consulting.

As a Boston based digital agency, we understand your goals for this new global website and the importance of website accessibility to your organization. Traktek has previously developed award-winning resource websites for large academic institutions and organizations that have complex information architectures including Dana Farber Cancer Institute, MIT Media Lab, Time Warner Cable/ America's Job Exchange, University of Colorado, Sonesta Hotels & Resorts, and many others.
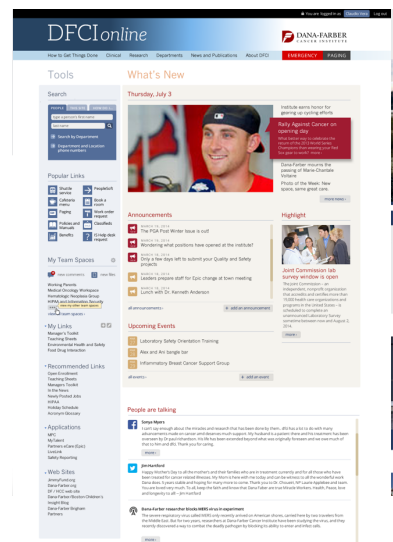
Over the last 10 years, we've established our reputation as experts in user experience design and pioneers in digital marketing for effective, intuitive, simple to maintain, and mobile-friendly websites that adhere to accessibility best practices. Our website development plan is a proven methodology that has resulted in successful delivery of our clients' sites on time and on budget.

To streamline in-house maintenance and ensure that the site is scalable, low cost, and easy to maintain, we recommend using the Drupal 8 open-source content management system. Our development team has deep

expertise in Drupal and has been using it to build searchable resources websites for over a decade. Our expertise includes revising navigational structures and content organizations, user experience design that meets the needs of multiple target audiences – including people with disabilities, migration of large amounts of files and content, and building an intuitive backend interface in Drupal to allow content editors to easily make edits.

We have a passion and proven track record of implementing responsive and SEO-optimized websites that use modern best practices and simple, maintainable markup and CSS.

Since our team consists of bi-lingual French speakers, we can facilitate discussions and presentations in English, French, and Spanish to accommodate your internal stakeholders. We hope you will give us the chance to earn your business and look forward to sharing our vision with your team in person.

Traktek Partners – Our Agency Profile:

At TrakTek Partners, we specialize in helping academic institutions, non-profit organizations, and leading private organizations design, build, manage and drive traffic to their websites. Founded in 2008, we're a full-service digital marketing & creative agency with more than 20 years of experience designing and developing effective websites.

With offices in Needham, MA, our team consists of digital strategists, information architects, creative design, web development, account management, email marketing, SEM/SEO, and QA specialists.

Traktek Partners is a Massachusetts Limited Liability Corporation that currently has 17 full time team members. Our agency team consists of professionals skilled in marketing strategy, creative and user experience

design, copywriting, website development, search engine marketing, media buying, project management, and data analytics. Our team is experienced, innovative, flexible, and no matter the project type, client size, or industry in which we work, we're passionate about our clients' success.

Core Principles

We feel that the new W3C website should reflect the following:

- **Ensure an improved site experience** by creating a design and information architecture that will allow for easy searching and navigation.

- **Build a mobile-friendly website that** caters to your growing global mobile audience.

- **Focus on your site search and engage visitors** by providing an ideal user experience directing each target audience to the appropriate, relevant content on the website.

- **Utilize SEO and accessibility best practices** by using a navigational and URL structure that captures W3C's top referring key words for each of your different audience segments including researchers, developers, journalists, students, and members.

Goals

Our design of the W3C website will achieve the following objectives:

- **Provide users and members of the W3C with an optimized and cohesive website** to better display who W3C is and what resources you offer.

- **Implement a fully responsive design** that delivers a highly usable site across all device types – mobile, tablet, and desktop.

- **Migrate all relevant content** into a new website that is built in Drupal using site templates and has a relative data architecture to simplify search and content maintenance.

- **Establish a long-term SEO search strategy** to drive site visitors and improve organic search rankings.

1. Technical Proposal

Discovery and Requirements Gathering

Kickoff & Project Planning

We will start the project with a discovery meeting to kick off the site building process, get the teams together and facilitate knowledge transfer of the wish list for the new site. In the kickoff meeting, we'll align our visions for the new W3C site, discuss objectives, core audiences, business goals, and your current and future inventory of resources. We will also review the initial project plan to identify project milestones and key interdependencies. This meeting is critical to the success and schedule of the project.

Discovery Meetings & Business Analysis

As part of the discovery phase, we'll meet with your team to evaluate the various types of resources that will be populated and go through the site development process to explain where we need input on information architecture, design, development and QA. We'll review your Google Analytics / Matamo. This will allow us to understand how users are currently navigating your current website, where they are dropping off the site, and how they are getting to your site to map out user flows in order to create a more intuitive information architecture.
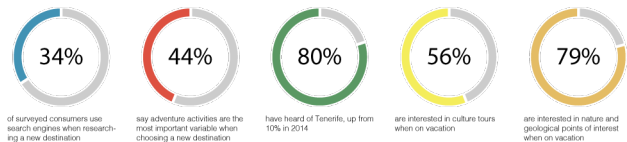
Project Management

We love Basecamp and use it as our main client project management tool. Once we've been given the green light for this project, we will configure an instance of Basecamp to collaborate with your team, to share files, to provide status updates, and to get feedback on business requirements and site designs. We will need a list of all involved personnel and their contact information, so that we can invite them to Basecamp. Weekly client status meeting are part of how we operate and how we keep our projects moving forward. For each weekly call, our agenda will include a status of key actions and any project risks & needs that we have for the client will be categorized based on red, orange, and yellow severity levels so that all parties are clear on key actions and decisions that are needed to keep the project on target with timeline.

Stakeholder Interviews

As part of our kickoff, we propose 1 day of one-on-one interviews with 6-7 stakeholder groups, with 1-2-hour sessions for each group. Traktek will create the interview guide, undergo one round of review and revisions with the client, and will summarize the interview in interview notes at the conclusion of the interview process. Traktek will look to your team to coordinate and schedule the interviews with stakeholders directly.

As part of this approach, we strongly recommend that you set up an executive steering committee to ensure organizational buy-in and consensus from key stakeholders. We propose that the committee meet at critical points of the project including after the initial round of designs, upon final

| 34% | 44% | 80% | 56% | 79% |
| of surveyed consumers use search engines when researching a new destination | say adventure activities are the most important variable when choosing a new destination | have heard of Tenerife, up from 10% in 2014 | are interested in culture tours when on vacation | are interested in nature and geological points of interest when on vacation |

design approval, and during QA to review any open issues requiring client decisions or resolution.

With W3C's email list of stakeholders and members, we recommend doing a site usability survey using Survey Monkey or on-site web interstitial to random users. Traktek Partners proposes a 10-question email survey that will be sent to members and stakeholders. Traktek will provide analysis and reporting on the findings of the survey results.

Business Analysis and Requirements

As part of the discovery phase, we'll analyze your business processes for updating and posting new content, examine existing documentation regarding your requirements for the new site, and dig deeper into the current sites' Google Analytics and Matamo. This analysis will inform our information architecture team with top viewed content pages, referral sources of site content, and where your users are dropping off in order to prioritize opportunities for enhancing the overall user engagement.

Traktek will formulate a set of business and functional requirements that we will review with your team. These will include a proposed phased delivery schedule of content, features, and desired functionalities. Traktek assumes 2 rounds of review and revisions with the team. As part of this requirements definition, we will provide recommendations on translation software and translation workflows. Traktek is a development partner with Lingotek, one of the premier cloud-based translation SAAS providers that easily integrates with Drupal 8.

Information Architecture & Design

Resource Content Audit & Site Map

Traktek will perform a comprehensive inventory of the different types of content & resources you have to inform the navigation and information architecture. In addition, this evaluation will identify areas with duplicate content that will need to be consolidated or revised. The sitemap will be created to organize the information architecture into SEO-friendly content buckets and outline specific types of content which need to be highlighted in order to inform page layout.

Art direction & creative design

Our user experience experts will use the insights from Google Analytics, Matamo, user feedback or surveys, and their knowledge of current responsive design best practices to create designs for the home page and 2 lower level pages. These designs will serve as a blueprint and guiding principles for the design layout in order to visually prioritize specific types of content. Our designs are typically created in a design application such as InVision, Photoshop or other prominent web design application you may prefer.

Our initial round of design will consist of 3 general direction for the look and feel or art direction. Each art direction will consist of a proposed design for the home page and for two lower level pages. Traktek will facilitate a design review with the stakeholders to solicit feedback and obtain consensus on one of the 3 design directions.

Design refinement

From these initial art directions, you'll be asked to select one to explore further and provide us with feedback on what works and what doesn't. We'll address these issues in up to two separate rounds of design refinement and present them to your team in a second design review.

We will provide up to two design reviews for any template or page. You have the option to request additional templates or additional refinement beyond the second round of design on a time-and-materials basis. We will create designs for up to 20-page templates.

Development

Traktek recommends developing the W3C site on the Drupal 8 Content Management System. Drupal 8 offers a level of flexibility, security and scalability that are unmatched in other open source CMS solutions. The Drupal 8 CMS meets all of the requirements outlined in your RFP including revisions, a WYSIWYG editor, asset management and roles, permissions, and many other features supported by the open-sourced Drupal community. In addition, it will reduce the amount of learning curve for your internal users that will continue to manage the content on your site.

Almost immediately, our team will set up a Drupal 8 development site. Traktek's development team will conduct ongoing development on a prototype throughout the entire course of the project. Our team will set up specific weekly or biweekly technical milestones in the initial kickoff meeting, and these milestones will be presented as part of our weekly status meetings. We'll begin by setting up a site skeleton and develop a comprehensive data model for the site.

Entity Reference Data Model

Traktek will set up the content types as relational entities so that different pieces of content can be associated with one another. This will ensure your user's ability to manage content easily on the website. This will eliminate the need to have to go into multiple locations to modify, upload and delete various types of resources.

The responsive web

Both mobile users and desktop users have dramatically different needs when it comes to viewing the same web site. A responsive web approach bridges the gap by permitting the layout to adapt itself to the width of the browser window. Mobile users can see a single-column site with no rollovers, while desktop users can enjoy a wide screen, immersive experience.
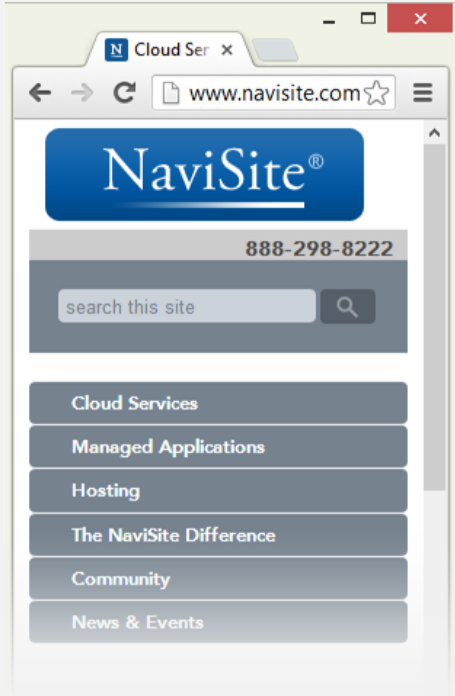
Core Theming and Responsive Design

Once the designs are approved, our development team will implement a responsive theme. Your site's theme will be built in HTML5 with CSS3 and will take advantage of nearly-universal compatibility with almost all modern browsers. We will ensure that the site be **responsive** and viewable by a number of devices at the following screen widths:

- Full-screen desktop
- Tablet (portrait and landscape orientations)
- Smartphone (portrait and landscape orientations)

Management Interface
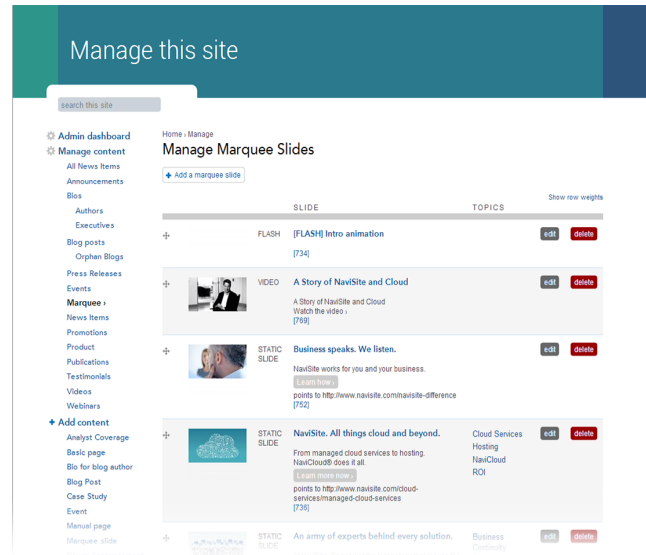
Drupal's default administrative interface provides templates for content management, a customized dashboard, drag-and-drop controls for uploading and re-ordering elements, and edit / delete functionality for very specific content types as illustrated in the client example below.

Accessibility

To ensure compliance with ADA requirements and section 508C compliance, we have a partnership with SiteImprove, one of the largest accessibility compliance providers in the world. This subscription-based application provides a visual dashboard indicating areas for improving SEO and accessibility compliance for people with disabilities.
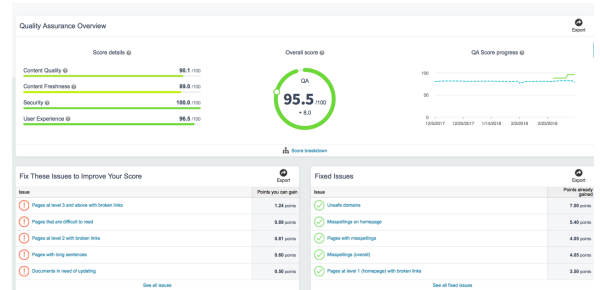
Implementation, Content Strategy and Migration

After setup and installation of the Drupal 8 back end, we will work with you to establish a process for getting your existing content reviewed for relevance and accuracy. After completing your content inventory and evaluating existing files, we will write custom scripts to map and migrate the approved content for the new site in relation to the existing sites content tree. Traktek will provide an SEO best practices and guidelines document for editing page titles, H1 tags, URL structures, and body copy.

Traktek assumes that the client will provide final resource documents, files, copy and/or graphic support. Traktek can provide additional content creation, image production support, and copywriting services to improve SEO rankings on a time-and-materials basis.

Upon competition of all content migration, Traktek will work with the selected translation vendor to machine-translate the site into the required languages and will work with your team to coordinate QA of translated content by a native speaker.

Quality Assurance Testing

Traktek will perform QA testing on the W3C site with our Quality Assurance Specialist. We use Basecamp or Jira to document, prioritize and route all bugs to the responsible individual.

For the purposes of this proposal, we plan to have the team post an initial QA punch list for the Traktek team to resolve. Traktek will re-submit the resource site to a final round of client review and request that the client issue a final QA punch list which Traktek will resolve for the list of major browsers. Other testing such as HTML validation, cross-browser compatibility checking, and W3C code validation is a standard part of the studio's production process.

Below is a list of the browsers we test on:

Windows	Support for Google Chrome, Mozilla Firefox, IE Edge*
Mac OSX	Support for Google Chrome, Mozilla Firefox, Safari (desktop), and Safari (mobile) on an iPad and an iPhone*
Android	Support for stock Android browser, Google Chrome and Mozilla Firefox

* We will support the two most recent major releases of major browsers at time of launch

Going live

Prior to launch, we will migrate the resource website site from our in-house development server to the live production server on the hosting environment. We will also configure redirects and work with you to configure the DNS. We maintain documented quality assurance procedures and perform a 12-point Go-Live checklist prior to pushing a site live.

Optional: Accessibility Compliance Audit

To ensure compliance with Section 508C requirements after the site launch and as users upload, change, and make content modifications to the site, we recommend an accessibility compliance software solution to provide documentation and legal proof that the W3C site is managing Accessibility compliance on an ongoing basis. Through our partnership with Site Improve, the leading website accessibility compliance solution currently available, we will evaluate and prioritize any issues with accessibility compliance that arise and work with you to monitor, manage and maintain compliance with your legal team through our subscription-based accessibility portal.

Site Improve also includes useful 'website check' functionality which provides reports on SEO improvements, misspellings, broken links, and more.

Optional: Documentation and Training

We can provide an embedded site manual with the website inside of Drupal. It will consist of a series of pages that describe how to perform key tasks and where to get help if needed. Traktek will create the embedded site manual up to 10 pages and perform up to 1 round of revisions to the content.

We have also included up to 8 hours of training support. This training is to be performed either in person, or remotely. We recommend these hours be organized into 30-minute introductory sessions with designated stakeholders' groups, with a one follow-up session per group.

Assumptions:

- Assumes all resources and documents will not need any copy editing or revisions.
- W3C will provide a dedicated resource for feedback on the information architecture / legacy content, backend integration, and design feedback.
- W3C will provide Traktek with a branding and style guide including logos, color palette, and approved fonts.
- Traktek recommends a usability survey with target users upon completion and approval of final designs to validate navigation and overall architecture.

Additional Support

Traktek can also provide the following services on a time-and-materials basis:

- Email Marketing services

- Content / copy development
- Graphics updates
- SEM / Google PPC
- Commissioned graphics

- Customer data analysis
- Video production
- Custom API development
- Email Marketing Outsourcing

Project Plan

Week #	Deliverables
1	**Project kickoff and discovery** Initial meeting to introduce team members, review site schedule & set up project management tools for the team.
2-3	**Stakeholder interviews**
4-8	**Business Analysis and Requirements** Analyze Google Analytics / Matamo & development requirements document.
6-9	**Information architecture – content audit, site map & wireframes** Initial draft of site map. Provide consolidated feedback on desired revisions to information architecture, navigation, and site map
8-9	**Development environment set up and Drupal installation** Drupal installation and configuration. Development of relational data model and contrib modules.
10	**Final Sitemap - client feedback requested**

	Provide consolidated feedback on wireframes
8-16	**Round 1 design** Our team will present three art directions, from which your team will select one.
17	**Round 1 design – feedback** Your team will review our work and decide which art direction should be used for the project.
16-18	**Round 2 design & design approval**
16-24	**Begin content migration and translation** Traktek's development team will migrate existing content and upload new content. Selection of translation vendor.
19	**Basic theming begins** Apply approved designs to development site
24-40	**Responsive theming** Extend theme to work with mobile and handheld devices
30-42	**Initial QA/Testing** Review the portion of the site for immediate release to meet performance and browser compatibility standards
42-48	**Begin final QA/Client QA** Migrate site to production server, review the site for performance.
48-50	**Final QA & Training**
50	**Optional: Accessibility Compliance Solution** **Perform an accessibility compliance audit and a**

	prioritized work plan through our partnership with Site Improve.
51	**Site launch** Working site with full set of pages on live production server

Deliverables

The table below illustrates how Traktek Partners plans to work with your team on developing the new web site.

Stage/activity	Traktek Partners	W3C
Project Management	Basecamp web site	Signed contract and approvals
Business Discovery & Content Audit	Draft and final documents	1 round of revisions
Site architecture	Updated site map	Feedback on IA
Art Direction and Design Refinement	Final designs for up to 20 -page templates	Formal approval on selected design direction
Back End Development and Front-End Theming	Installation of Drupal 8 Core, modules, & front-end HTML development	
Usability and accessibility testing	Traktek development team	Internal team testing and optional third-party testing with SiteImprove and sample users

Resource & Content Migration	Upload content into CMS, SEO best-practices document for content editors	Provide any new or recently edited content. Final proofing content in CMS for accuracy and consistency. Selection and contractional approval of translation software.
Graphics, copy editing and photography	Copywriting, editing and graphics can be provided at additional cost.	Brand style guide, graphics and diagrams to be supplied by client
Hosting	TBD	TBD

Annual Maintenance

For most of our clients, Traktek provides up to mutually agreed upon

amount of hours per month to maintain the staging and production

environments, perform security updates and conduct periodic

enhancements of the website. Traktek will install Drupal security fixes

and patches that the Drupal community releases to meet new security

risks that arise from time to time. In the event additional time is needed,

Traktek can provide assistance on a time & materials basis of $75-$125

per hour, depending on the resources required.

Traktek will manage the source code and environments by committing any changes to a central git repository. While the websites automatically run backups on a nightly and monthly basis, these backups need to be committed periodically to git as well.

Traktek will conduct a 12-point maintenance program on both the staging and the production environments to keep the code repository up to date and to perform updates to Drupal core and contributed modules.

We monitor site performance using New Relic and monitor uptime using a tool called Status Cake. Status Cake provides immediate communication if a site is unresponsive by sending a text and email to our team so that website or server issue can be addressed immediately.

Proposal Cost Summary

Project phase	Hours	Cost
Discovery • Stakeholder interviews • Site traffic analysis • Business requirements • SEO and URL strategy • Content migration strategy	140	$17,500
Information architecture and design • Content audit • Site map • Art direction • Creative Design (Round 1) • Creative Design (Round 2)	690	$86,250
Development • Backend Drupal 8 configuration & set up • Core theming • Responsive theming • Management interface	960	$120,000
Content Migration • Content strategy • SEO Best practices document • Content migration	125	$15,625
QA • User and functionality testing • Browser capability testing • Google Analytics tagging	350	$43,750
TOTAL	2,025	$283,125
Optional: Accessibility testing		$3,500/ month
Optional: Documentation and training	40	$5,000
Optional: On-going maintenance & support	20	$2,500

Invoicing terms

Invoices will be submitted for actual hours worked at a blended rate of $125 an hour at the end of every month. Maintenance will be invoiced on a quarterly basis. All payments will be due Net 30. Invoices not paid by 90 days will be subject to a monthly interest fee. Third-party expenses will be billed in full upon project approval.

Relevant Client Project Case Studies

## Harvard / Dana Farber Cancer Institute – Intranet

While working closely with Harvard / Dana-Farber Cancer Institute on the redesign and development for the Jimmy Fund website, they enlisted the help of Traktek for their internal Intranet project. The original intranet was well-used and enjoyed a high rate of engagement from DFCI staff. However, the site is a compilation of manually

coded pages on a 10-year-old infrastructure with tools that are well into their sunset phase.

Traktek designed the intranet for the 10,000 plus employees within the Dana Farber Cancer Academic Hospital. As part of the overall functionality, Traktek developed easily searchable, tens-of-thousands of categorized articles and publications into a resource center, enabling users to search and sort in a variety of ways relevant to the user.
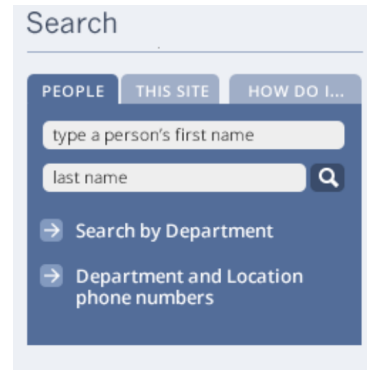
Our challenge with this project was to be able to drastically simply the existing navigation without confusing users. Traktek managed the migration from thousands of hand-coded static pages to a CMS with edit-in-place capabilities - including the upload of more than 50,000 individual articles and documents.

Traktek conducted stakeholder interviews with several internal groups and leaders within the organization to determine desired functionality for the new Intranet website. From that, business requirements, wireframes and a sitemap were developed.
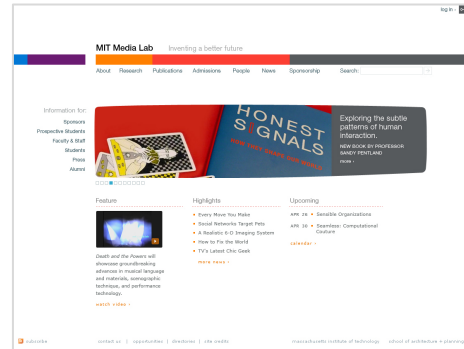
An internal focus group was developed in order to gather feedback from the team throughout the design and development process. Multiple wireframe designs were presented to the focus group. As a result, Traktek completed the project on-time and on-budget.

MIT Media Lab Web Presence

Traktek Partners' creative director spearheaded a redesign and re-architecting of the world-class lab's entire web presence. Spanning over 2 years and encompassing the entire faculty and research infrastructure, the site took an enormously complicated information architecture and presented it in a simple, easy-to-use design.

The redesign of the Media Lab web site had to resolve a number of challenges:

• Address the needs of at least 8 different constituencies with internal and external pages for each group.

• Create a directory of faculty profiles that also linked to their personal web sites and the programs they were involved in. This directory did not exist at the time.

• Use the Media Lab's internal credentials and user management for sign-on and log in

• Showcase award-winning videos and rich-media content within the site

• Not use any proprietary technology at all

Similar to the University of Colorado Leeds Business School site, the Media Lab web site was built first as a stand-alone admissions web site

(admissions.media.mit.edu), then rolled out as a full-blown site for the entire lab.

Time Warner Cable/ Americas' Job Exchange

Traktek was engaged by Time Warner Cable for a variety business needs including digital work for Americas' Job Exchange, Navisite and Time Warner.

For America's Job Exchange, Traktek built a custom website development engine and series of websites that aggregate hundreds-of-thousands of job


Why America's Job Exchange

Millions of hard–working, non–executive professionals use America's Job Exchange to conduct successful job searches online. Job seekers can not only search thousands of job postings, they can also access a comprehensive set of career management tools, job alerts for relevant opportunities, and the latest news

postings across the US. Our design and development team created a set of website templates that brought to life the unique elements of each brand under the AJE umbrella. Using a .Net framework, our developers created responsive site templates and markup to allow for easily spinning up future brand websites, simple to use interface to maintain SEO-friendly job search articles, and enabled employers to manage their job postings, account, and advertising.

Traktek was also enlisted to design and develop the Navisite website, resource center and Partner Portal. The website updates including design changes to meet new branding requirements,

Traktek Partners
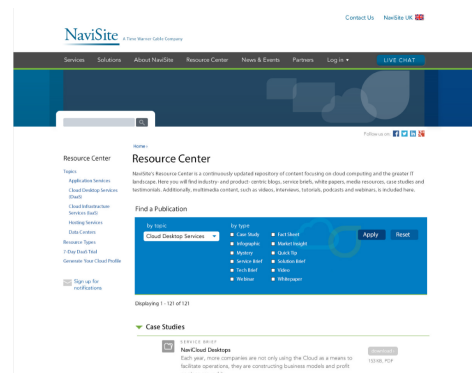
responsive design, improved navigation and the introduction of new interactive elements. The Partner Portal involved the development of an online repository of partner marketing material. The Resource Center was developed to provide an easily searchable solution for finding assets, articles, videos, and links to third-party resources. Dana Farber was the recipient of the American Graphic Design Award for best website design.

Sonesta Resorts

http://www.sonesta.com

Sonesta Resorts, a chain of more than 60 hotels, resorts, and river cruise ships across the globe, has been working with Traktek Partners since 2013 on a variety of interactive marketing initiatives including the redesign of the new Sonesta.com website and on-going compliance with accessibility requirements.

With more than 5,000 pages of content and doubling of the company's portfolio of destination resorts, Traktek created a new information and content architecture, navigation, nomenclature to allow the rapidly growing base 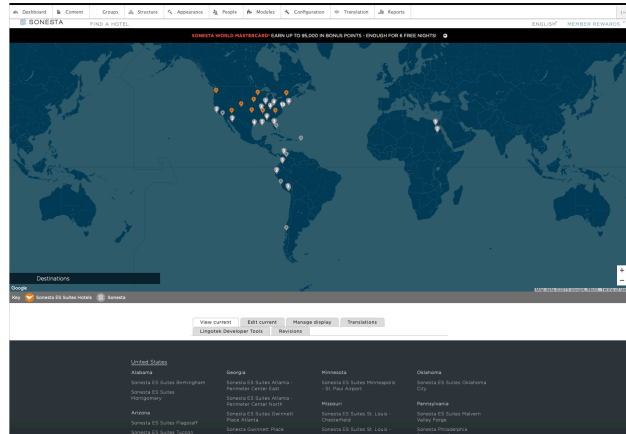of mobile users to easily find information on their desired destination and available hotels. Working closely with our partners at Acquia, we built the site in Drupal using Acquia managed
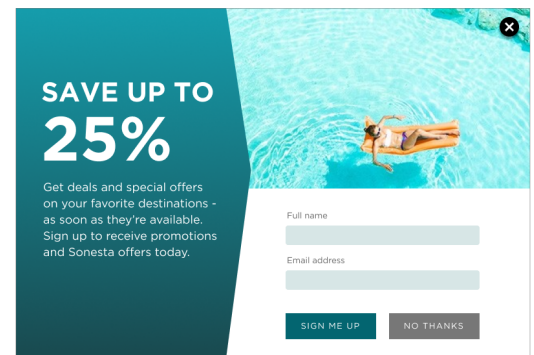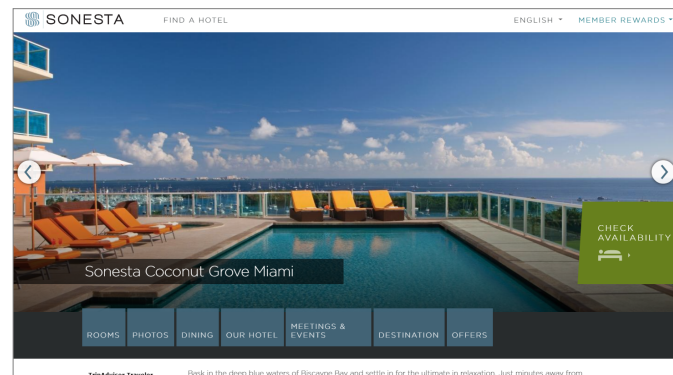
solutions and established a new user experience designed to highlight the destinations and convert viewers into travelers.

This new multi-lingual site includes an intuitive property search, integration into the third-party reservations and booking engine. We also integrated into their proprietary CRM system to deliver a My Account portal for their Loyalty Rewards program. We implemented Google Tag manager, integrated into their email service provider Exact Target, and implemented Traktek's 4Cite user identification and tracking technology to enable dynamic personalized messaging via triggered emails and on-site lightboxes to drive reservations.

Additionally, Traktek performed an in-depth analysis of Sonesta's customer database, segmented visitors and members of their Loyalty Marketing program and devised a communications strategy and plan to drive brand awareness across their database of 800,000 travelers.

In addition to performing ongoing management and maintenance of the website, Traktek is responsible for managing Sonesta email marketing activities, developing new travel specific content for the website's growing portfolio of new location, designing and deploying all

promotional and enewsletter emails, and managing regulatory and accessibility compliance for people with disabilities.

The new website won numerous creative and digital marketing awards including the Best Website for Travel & Tourism at the 2017 MITX awards, the largest website award ceremony in New England, as well as the best website at the 2017 New England Direct Marketing Association awards, and the 2017 Gold Magellan Award for best website by Travel Weekly.

Our References:

Dana Farber Cancer Institute & The Jimmy Fund
450 Brookline Ave, Boston, MA 00215
Stephen Kelly; Stephen_kelly@@dfci.harvard.edu - 617- 632-5020
Services: Resource center design and development, Enterprise website and intranet design & development

Sonesta Resorts

255 Washington St, Newton, MA 02458

Scott Weiler; sweiler@sonesta.com - 617-421-5444

Vice President, Marketing & Communications

7-year relationship

Services: Website redesign, email marketing, customer segmentation

analysis, marketing outsourcing, copywriting

Calvert County, Maryland
Jennifer Moreland; Jennifer.moreland@calvertcountymd.gov - 410-535-1600 xt 801

Services: Community website design, development, and 2 year maintenance

Personnel Expertise and Experience

Our agency team consists of professionals skilled in marketing strategy, creative and user experience design, website development, search engine optimization, media buying, and project management.

Cyril Lemaire - Managing Partner

As Managing Partner and bi-lingual native of France, Cyril leads our client services team and is the lead relationship manager. Since 1997, he has specialized in developing web, SEM/SEO and CRM marketing strategies that are award winning and deliver tangible business results that surpass business goals.

He is an expert in integrated and digital marketing with more than 20 years of experience working with industry leaders and medium sized business to launch new products and marketing strategies. Cyril leads our client delivery teams to drive incremental revenues and profitability for our clients with integrated marketing initiatives and emerging web, mobile, & social technologies.

With his focus on customer acquisition strategies, improving the customer experience and driving brand loyalty, Cyril's teams have won international awards and been recognized for innovative and

successful marketing solutions by Lions International, Peppers & Rodgers, Jupiter Research, NY Art Director, Webbies, and the Massachusetts Technology and Innovation Exchange (MITX).

Prior to founding Traktek Partners, Cyril served as SVP Interactive Marketing at Grand Circle Travel, Chief Marketing Officer at Euro RSCG, and SVP at Digitas, two of the world's largest digital agency network. He holds his MBA in International Management from McGill University and is a graduate of Boston College.

Jen Phillips, Vice President – Client Delivery

Jennifer Phillips joined Traktek Partners 6 years ago as a Senior Project Manager and currently manages all aspects of our agency's client services. She brings a wide range of digital marketing, social media and brand management expertise. Jen led the design and develop of multiple template resource website projects for University of Colorado, Time Warner Cable, Dana Farber Cancer Institute, and America's Job Exchange. Prior to joining Traktek Partners, Jennifer was the Marketing Director of multiple technology companies where she played a key role in their continual growth. In addition, her experience developing hundreds of websites and marketing strategy has provided a solid foundation for exceeding lead generation and marketing goals for clients, vendors and partners. Her experience ranges from the successful implementation of marketing campaigns to the management of SEO efforts for

increased website traffic. Jennifer received her undergraduate degree in Management Science with a concentration in Marketing from Bridgewater State University.

Matt Woolhouse - Creative Director and Accessibility Expert

 Matt is an accomplished Creative UX and UI Designer with over 15 years of award-winning design and art direction. Having worked in both agency and in-house environments, he has extensive hands-on experience with digital, print, and brand marketing. Matt has worked with some of the industry's best brands - including Adidas, Reebok, Time Warner, Converse, and Putnam Investments.

Jay Epstein - Senior Drupal Developer

With more than 20 years of experience in information technology, Jay handles database architecture and data modeling procedures for Traktek's Drupal web projects.

He has designed back end projects of all sizes and complexities for small and medium sized governmental entities, universities and private organizations. With vast experience on both the administration side of information technology and as a senior developer, Jay sets the foundation of Traktek web projects with solid, well planned and adaptable systems architecture.

Jay specialties include front end and back end system design using Drupal Content Management system, modeling, information

architecture, and user experience logic. He currently co-manages the Broward South Florida Drupal Group. Jay resides in Coral Springs, Florida with his wife and two children.

Emma Marcotte – Project Manager

Emma currently manages website development projects, acquisition marketing and lead nurturing campaigns for multiple Traktek clients including managing social media activities, website updates and email marketing. She recently managed the resource site design for Tenerife Tourism board and still performs content and web form updates.

She will assist the team with day to day coordination, project management and QA of creative, page templates, and various other features in order to make sure that the website is SEO friendly and mobile responsive.
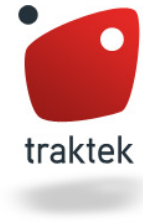
Any questions?

Please contact Cyril Lemaire at 617-306-3586 if you have any specific questions or comments regarding this proposal.

Signatures

The Signature of both parties shall evidence acceptance of these terms.

_____

Client's signature   Date

_____

Client's name (please print)

_____

Cyril Lemaire, Traktek Partners