



W3C RFP Response



Website Design and Development
Not yet submitted

Introduction

World Wide Web. Not state wide. Not country wide. *World wide*. Is there anything else in all of human history that was a truly global endeavor? The Web is a vehicle for anyone to travel (virtually) anywhere in the world, and communicate with anyone they want. Firewalls and government blocking can slow the free exchange of ideas, but they can never stop it.

But something that powerful needs structure, direction and agreed upon standards in order to survive, grow and serve generations to come. To keep the WWW from becoming the Wild Wild West, W3C was formed. W3C celebrated its 25th anniversary last October, and boasts such influential and international members as Apple, BBC, Facebook, IBM and Tencent. It's mission is to develop protocols and guidelines and enable human communication, commerce, and opportunities to share knowledge.

Today, the W3C's mission is not well served by its 10-year-old website. At any company, the task of updating one's own website is often put on the back burner, so that resources may be focused on the true group mission. W3C is no exception. But, realizing the potential of a new, more powerful and impactful website, W3C has shifted its focus to elevating its own online presence.

A new W3C website would signal evolution and empower the organization to better broadcast its message and value.

We understand that upgrading your website design and usability and adding highly needed features is an important investment for your organization. We know much is riding on this project. Success may change the entire perception of your organization, generate awareness and transform how people think about the World Wide Web.

9thWonder recognizes the trust you will need to put in your website partner, and we are built for this kind of partnership. We care about handing a megaphone to organizations that we believe in as much as we care about beautiful design and cutting-edge back-end programming. We are technology-agnostic, UX-preaching, SEO-adhering designers and programmers, and we would be honored to put our skills to work for W3C.

About 9thWonder

At 9th Wonder, we think your brand is amazing, and we have the tools to make your audience think so, too. We take all the unsung products and services that make the world go around and turn them into the greatest show on Earth.

From classic agency services like naming, branding, media and PR and market research to the latest technologies in websites, apps, lead gen and online marketing, our network of full-service offices around the world can create and execute robust marketing strategies that will shine a spotlight on your brand.

With locations in Houston, Dallas, Denver, Los Angeles, Buenos Aires and Vietnam, 9th Wonder can easily provide a level of service and expertise that feels local and global at the same time. You only have to look at our results to imagine what we can do for your brand.

9thWonder Capabilities

Research

Competitive Analysis
Pre/Post-Wave Tracking
Message Testing
Qualitative & Ethnography
Segmentation
Creative Testing
MaxDiff
Data Analysis

Brand Strategy

Brand Equity Analysis
Brand Positioning
Customer Profiling
Naming Research
Offer Testing
Sales Forecasting
Value Prop Development

Media Planning

Display/Video
In-House Programmatic
Paid Search
Social/Native
Mobile/Geolocation
National/Local Broadcast
Newspaper & Magazine
Out of Home
Sports & Event Sponsorship

Creative

Design
Branding
Advertising
Content
Video
Audio
Retouching
Production
Environmental

Website

SEO
UX/UI Testing, Design
Conversion Optimization
Design
Development
E-Commerce
CMS Build
QA Testing

Lead Generation

Email Marketing
Marketing Automation
Content Program Design
Lead Generation Strategy

Reporting

Media Mix Modeling
Campaign Dashboards

Public Relations

Reputation Management
Partner Management
Media Relations
Crisis Communication
Brand Launches
Strategic Partnerships
Events & Activations
Thought Leadership
Press Conferences
Press Releases
Media Training
Press Clipping Management
Media Monitoring
Press Trip Planning & Execution

Social Media

Social Media Strategy
Social Media Auditing
Content Creation
Platform Management
Community Management
Social Media Reporting
Influencer Relations
Live Event Support

Recent Examples of our Work

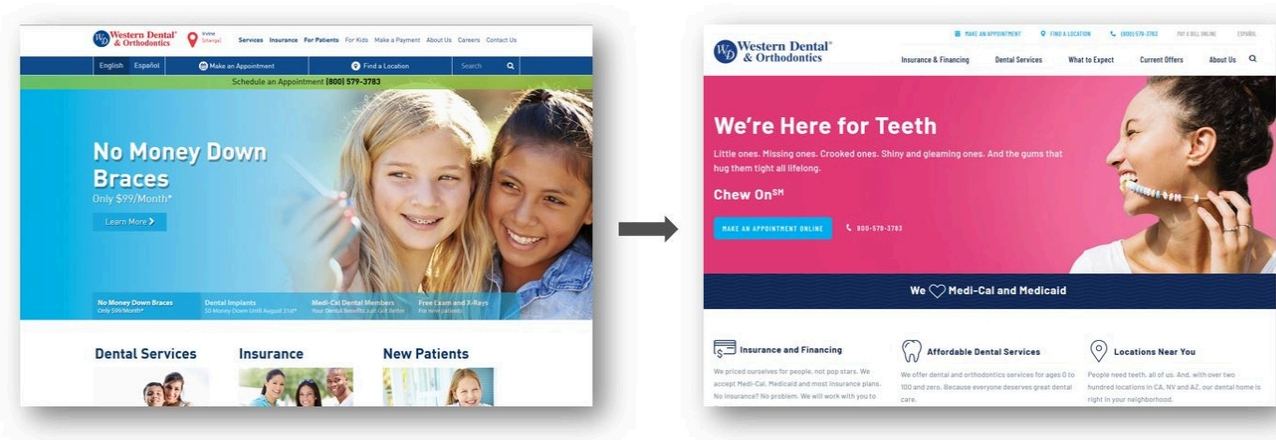
1. UX, SEO, Website for California's Largest Dental Services Provider

CHALLENGE

[Western Dental](#) serves more patients in the state of California than any other provider. In order to meet the online needs of their patients and increase efficiencies in scheduling and servicing their audience, their website needed a major overhaul. First, the scheduling process was cumbersome and not intuitive for users. Second, Western Dental's Spanish-speaking audience was not being properly served by the on-site language and navigation. Third, the CMS was difficult for Western Dental's marketing team to update and hindered them from truly leveraging the website as a marketing tool. Finally, the existing site was dated in look and feel, and did not reflect the dynamic new messaging and branding that the organization had recently completed.

SOLUTION

9thWonder immediately began a deep discovery process, including competitive research, an SEO audit and usability testing on desktop and mobile for both English- and Spanish-speaking audiences. We found several key insights and created a strategy that streamlined the location-finder and reservation process, identified key areas to be provided in two languages, optimized hundreds of location pages for search and added schema markup. On the creative side, we designed and developed a fresh new look that incorporated a bright color palette and crafted all new web copy to underscore the new holistic positioning of Western Dental as their patients' "dental home." Lastly, the new site was developed on a user-friendly enterprise-level CMS that integrated with existing systems and empowered the marketing team to begin easily making updates to the site even before launch.



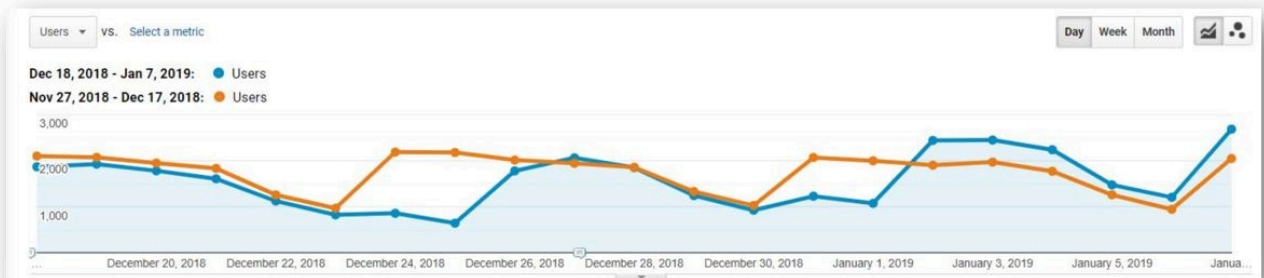
RESULTS

Post-launch usability testing has shown that Western Dental's target audience is able to navigate the site much more easily and are impressed by and attracted to the new look and feel, especially on mobile.

"Wow, this site so user friendly and easy to read. I really like this layout. I think it's so fun, approachable and inviting. This is fantastic. It was perfect."

"My initial impressions are that it's easy to read. I was just about to put on my glasses anticipating a smaller font but I don't need them. It's bright and colorful. Right away I'm drawn to the Make an Appointment button."

While some new sites can experience a dip in organic traffic, three weeks after launch, Western Dental's organic traffic is up 8% over the previous time period.



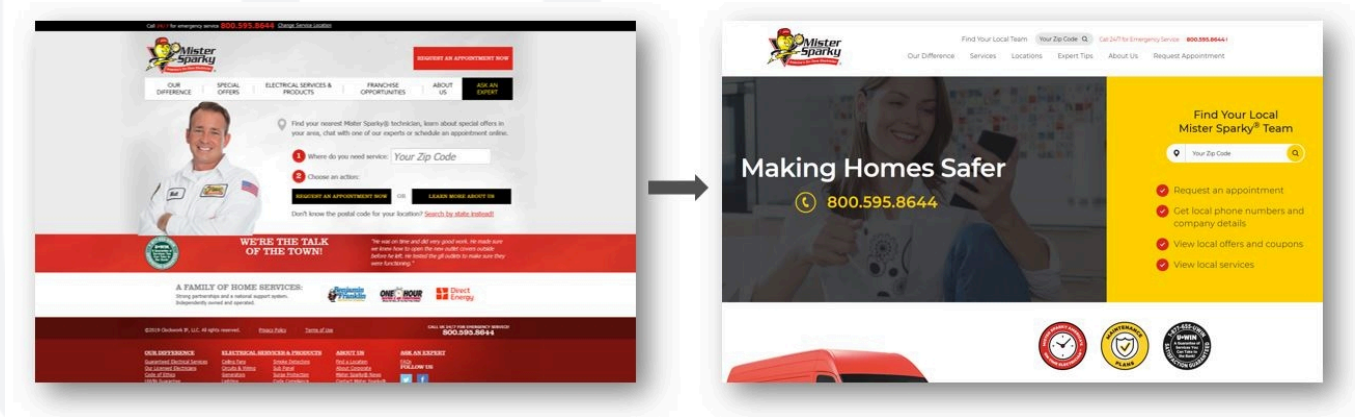
2. UX, SEO, Website for Three Home Services National Brands

CHALLENGE

[Benjamin Franklin Plumbing](#), [Mister Sparky Electricians](#) and [One Hour Heating and Air Conditioning](#) are storied brands with a national presence, but their websites were not as high-performing as the technicians on their expert teams. All three sites needed a clearer path for users to find a provider close to them and more opportunities to rank for local Google searches for their services. Additionally, the websites were built on a cumbersome and outdated CMS, which handicapped the marketing team from making regular content updates to services pages, personnel listings and blogs.

SOLUTION

9thWonder first executed multiple usability tests to determine audience preferences for navigation, content and methods of contact. Next, we built information architecture and page structure that created a seamless experience for users to connect with local service providers whether they entered on a location page, service page or offer. We integrated the site with an existing web service database and added personalization by location IP. The site design employed an updated look and feel and incorporated best practices for user experience on mobile. Custom content was created for the services and locations pages, with keyword optimizations to help with organic rankings. Lastly, all three sites were built on the far more user-friendly CMS, Drupal, which enabled the marketing team to easily assign permissions levels and get to work updating all the content they needed to.



RESULTS

Development for all three websites and integration with the web service database was completed on time. The new CMS is alive and active, and the marketing teams at each location have been able to easily log in and make updates to their own content, add staff and pages and post new blogs and news. We have seen an upswing in organic traffic due to new, unique content, and an increase in conversions due to improved UX and design.

3. Product Launch for Budweiser BBQ



Coleman Natural Foods is the King of Meats. Budweiser is the King of Beers. It only made sense that the two iconic brands would join forces to create delicious new products for their loyal customers. Once the recipes for Budweiser-infused ribs, pulled pork and bratwurst were perfected, Coleman needed to make a big splash to launch the new line to grocery stores at the 2019 Annual FMI Meat Conference. They needed a website, POS, PR, social, and most of all, compelling messaging to drive interest and sales.

The Coleman audience is primarily female Gen-Xers. The Budweiser audience is largely middle-aged males. But with grocery shopping and prepared foods purchasing trending towards Millennial Men, it made more sense for Budweiser BBQ's messaging to recognize this overlooked group in food marketing.

After establishing our target audience, we set to work creating messaging that would speak to deliciousness, ease of use and the evolving social structure of young people. After testing a variety of umbrella statements on a focus group, we landed on "Feed Your Kingdom," which evoked strength without being overtly masculine and could be referring to family or friends. We combined beautiful, custom food photography with Budweiser-branded visuals to create a modern, informative website, as well as sales slicks, POS materials, press releases and materials, and social media assets and content. The new brand launched March 5 and was an immediate sensation at the show and in the press.

At the show alone, Coleman received commitments from 5000 stores to carry the new line, and nearly 200 online and printed publications, including Food & Wine, picked up the press release and ran the story. Budweiser BBQ was profiled on cable News channels, and was the subject of a good-natured joke on the Tonight Show.

Demand was so great for the product line that Budweiser itself was receiving inquiries and had to alter their corporate communications plans to accommodate Budweiser BBQ. Coleman looks on track to reach their target market saturation of 38 grocery chains and 20,000 stores by 2020.

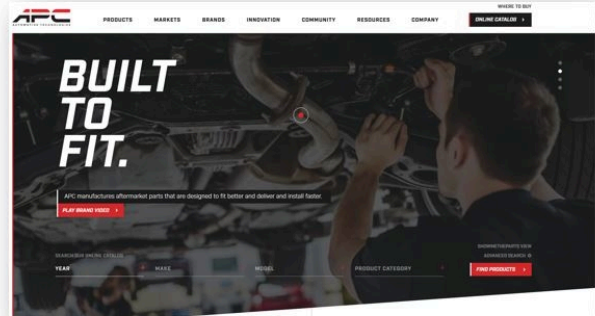
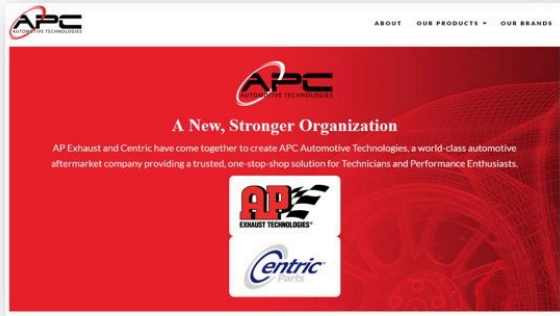
4. Branding, Messaging, UX, SEO, Website for Global Aftermarket Parts Manufacturer

CHALLENGE

When AP Emissions merged with Centric Brakes, forming [APC Automotive Technologies](#), their combined portfolio included 17 different aftermarket parts providers. Finessing all those brands into a single, cohesive story, let alone a single, consistent web presence, all without losing the existing equity in some of their marquis products, was going to be a challenge. Adding to the complexity were the need for an easy-to-use parts lookup tool that consolidated data from three different web services and a distributor location finder that interfaced with a separate data source.

SOLUTION

During discovery, 9thWonder paid particular attention to specific behavioral drivers of the three target audiences: distributors, technicians and DIYers. A common messaging thread emerged that encompassed APC's history of manufacturing excellence, fully integrated supply chain efficiency, innovation and value. "Built to Fit" became the umbrella messaging that informed all visuals and language moving forward. With the messaging in place, we created information architecture to support easy site navigation, impactful logo and website design to update and underscore APC's role as industry leader functionality and best-in-class UX to guide users to the brands and parts they sought.



RESULTS

After the new branding, messaging, lookup tool and website were launched, we saw exciting results in both traffic and on-site behavior. New users and users in general from organic traffic are both up about 300%, and time on page is up about 230% and bounce rate is down 42%.



Default Channel Grouping	Acquisition			Behavior		
	Users ↕	New Users ↕	Sessions ↕	Bounce Rate ↕	Pages / Session ↕	Avg. Session Duration ↕
	294.94% ↗ <small>3,665 vs 928</small>	306.92% ↗ <small>3,585 vs 881</small>	347.12% ↗ <small>5,276 vs 1,180</small>	42.21% ↗ <small>48.73% vs 84.32%</small>	229.49% ↗ <small>3.99 vs 1.21</small>	410.13% ↗ <small>00:04:11 vs 00:00:49</small>
1. Organic Search						
Nov 26, 2018 - Jan 6, 2019	2,118 (56.28%)	2,023 (56.43%)	2,791 (52.90%)	40.38%	3.86	00:03:50
Oct 15, 2018 - Nov 25, 2018	472 (49.58%)	439 (49.83%)	584 (49.49%)	85.45%	1.20	00:00:46
% Change	348.73%	360.82%	377.91%	-52.74%	221.39%	394.74%
2. Direct						
Nov 26, 2018 - Jan 6, 2019	1,143 (30.37%)	1,123 (31.32%)	1,593 (30.19%)	58.38%	3.83	00:04:03
Oct 15, 2018 - Nov 25, 2018	275 (28.89%)	273 (30.99%)	309 (26.19%)	86.08%	1.19	00:00:43
% Change	315.64%	311.36%	415.53%	-32.18%	222.41%	467.76%
3. Referral						
Nov 26, 2018 - Jan 6, 2019	272 (7.23%)	243 (6.78%)	515 (9.76%)	55.53%	6.01	00:06:43
Oct 15, 2018 - Nov 25, 2018	93 (9.77%)	79 (8.97%)	107 (9.07%)	71.03%	1.43	00:01:41
% Change	192.47%	207.59%	381.31%	-21.81%	320.02%	298.11%
4. (Other)						
Nov 26, 2018 - Jan 6, 2019	122 (3.24%)	97 (2.71%)	208 (3.94%)	57.21%	2.74	00:03:24
Oct 15, 2018 - Nov 25, 2018	73 (7.67%)	54 (6.13%)	135 (11.44%)	87.41%	1.13	00:00:33
% Change	67.12%	79.63%	54.07%	-34.55%	141.37%	524.00%
5. Social						
Nov 26, 2018 - Jan 6, 2019	108 (2.87%)	99 (2.76%)	169 (3.20%)	64.50%	3.18	00:04:21
Oct 15, 2018 - Nov 25, 2018	39 (4.18%)	36 (4.09%)	45 (3.81%)	80.00%	1.24	00:00:53
% Change	176.92%	175.00%	275.56%	-19.38%	155.81%	394.20%

Meet the Team



Mark Mitton, Partner and CMO

Mark Mitton is the Chief Marketing Officer of 9thWonder. Mark is the founder of Carbon8, a digital marketing agency which was acquired by 9thWonder in 2017.

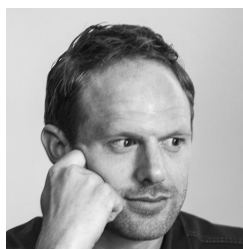
Prior to starting Carbon8 in 2009, Mark was co-founder and partner at the Market Creation Group (MCG). He has also held positions leading branding, public relations, advertising, demand generation, market research and e-marketing programs at both large and startup technology companies, such as Level 3 Communications, SpectraLink, BTI, iWorlds and Diveo.



Josh Okun, Managing Partner

Josh is a futurist and innovator. He connects the dots between brand, media, creative and digital. Josh has been at the forefront of the digital community throughout his career, defining the future of always-on marketing, interface design, e-commerce solutions, mobile development and social media.

Josh has helped a myriad of Fortune 500 brands to receive honors from the Effies, One Show, Communication Arts, The Webby's, Adobe, AIGA, OMMA and AAF. He has served on the boards of AAF-Houston, MAGNET Global Agency Network, and the iMedia Data Driven Creativity Conference. He collaborates regularly on cross-genre creative projects, most recently developing The Houston Flood Museum, a digital installation and story archive, with his wife and creative partner.



Jeff Robertson, Partner and CTO

Jeff Robertson is an entrepreneur and an online development expert with experience stretching back to dial-up. He is a partner and CTO at 9thWonder. On the development side, he helps bridge the gap between the technical and marketing worlds, and oversees technical infrastructure. On the operations side, he helps optimize team processes, manages finances and buys emergency coffee if the supply runs low.

Jeff started his online career in the late 90s and became the lead programmer at Promit, Inc., where he designed specialty e-commerce solutions in .NET and SQL, developed Flash tools and managed hosting and email infrastructure. Afterward, Jeff was the online marketing manager at ACT Conferencing, a global teleconferencing company, where he was in charge of worldwide online strategy and online demand generation.



Shay Ruggles, UX Director

Shay Ruggles is the Director of UX at 9thWonder who ensures we are creating compelling experiences that balance user intent, clients' business needs and site performance. A former Account Manager, Video Producer and the Denver office first employee, Shay leveraged her years of experience, education and research to transition to the creative team in 2012.

Prior to joining Carbon8, Shay worked for The Market Creation Group as a Marketing Coordinator. Shay spearheaded the company's monthly First Friday event at their studio office in Denver's Art District on Santa Fe, as well as organizing the first Denver Heart Walk team for local B2B marketers, Heart Engine Optimization. Before entering the field of marketing, Shay worked in outdoor education for Outward Bound and led trips for the Boy Scouts of America in the Florida Keys.



Lisa Hillmer-Poole, Managing Director

Lisa Hillmer-Poole is the Managing Director at 9thWonder Denver office with more than 20 years of combined agency and in-house marketing experience. Lisa partners with Senior Agency Management, Account Managers and clients to strategize, develop and execute long-range communications and digital marketing plans. Serving as liaison between her team and Development, Design, Search, and Senior Agency Management, Lisa plays a key role in developing the next generation of account management talent at 9thWonder.

Prior to 9thWonder, Lisa was an Account Executive for the Denver-based ad agency, The Envision Group, servicing dozens of B2B and B2C clients in the healthcare, construction, technology, energy, finance and hospitality industries. Before entering the marketing field, Lisa worked as a photographer, shooting international architecture projects, teaching classes and serving as the in-house photographer for Sports Authority.



Matt O'Connell, Associate Digital Marketing Director

Matt leads 9thWonder's SEO practice and the digital marketing team in 9thWonder's Denver office responsible for lead/demand generation, SEM, SEO, PPC, analytics, social advertising, content development, and shaping digital strategy to drive conversions.

He has over a decade of experience in a variety of business development and strategic marketing roles across many verticals in the United States and LATAM, and is adept at aligning channel strategies with overarching business objectives. Originally from the east coast, he attended the University of Maryland and is a die-hard Terps basketball fan.





Katie Phillips, Technical Project Manager

Katie Phillips is a Frontend Developer at 9thWonder. In between coding websites, you can find her working to find a cost effective, creative solution to whatever clients dream up.

Prior to 9thWonder, Katie has worked as the development team at a Denver design agency. She has worked on projects from nationwide buying groups for office supplies to small startups across the country.

Katie graduated from Creighton University with a degree in Graphic Design and minors in French and Interactive Web Design. Even though she started out as a web designer, Katie quickly found a passion in building them as well. In her spare time, you can find Katie reading a book, skiing in Winter Park, or diving down to a shipwreck in the Caribbean.



Samantha Osborne, Account Manager

Samantha is an Account Manager at 9thWonder, who has successfully managed and launched websites and CRM campaigns for brands including Phillips 66 Aviation, Gates Corporation, One Hour Heating and Cooling, Mister Sparky Electric and Benjamin Franklin Plumbing.

Prior to 9thWonder, Samantha worked as Creative Manager at a Health IT company based in Michigan. She has experience working in residential/commercial real estate, non-profit, healthcare, franchises, aviation and IT. She has over nine years of marketing experience in a variety of project management, brand strategy and account management verticals. Samantha was born and raised in Michigan where she attended Baker College and is passionate about all things surrounding the Great Lakes.

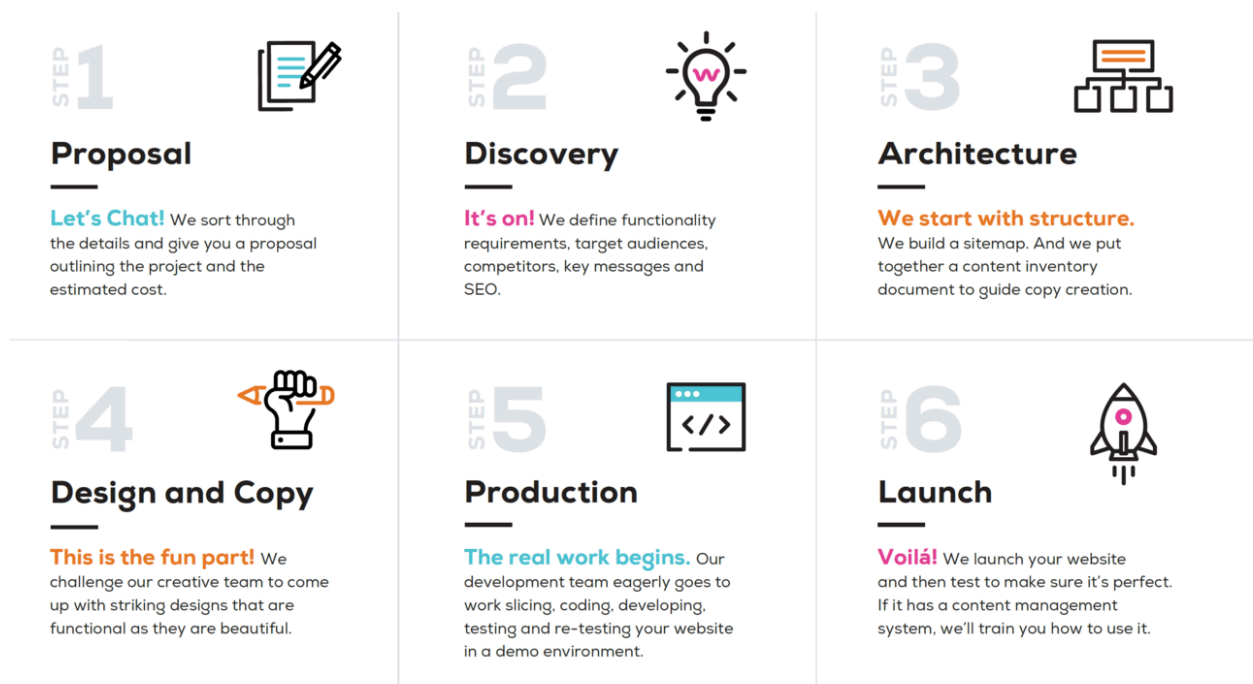
Your Website

W3C has done everything right in its quest to reinvent the organization's website. Audience research, analytics analysis, color studies and surveys will all help inform the best direction forward, and the one with the greatest likelihood for success.

9thWonder is truly collaborative with our partners. While we will follow the process below, we are happy to be flexible in regards to communications platforms, code release visibility and partnering with your internal technology teams. Our most successful relationships are those where our clients are as invested in the success of the project as we are.

WEBSITE PROCESS

9thWonder follows a well-vetted process to make sure the website meets your goals. At each step along the way, there is communication to ensure the site is on track. Below is a high level graphic overview of the process.



Step 1: Proposal

Already done! Once we have your approval, we'll move directly into the fun stuff.

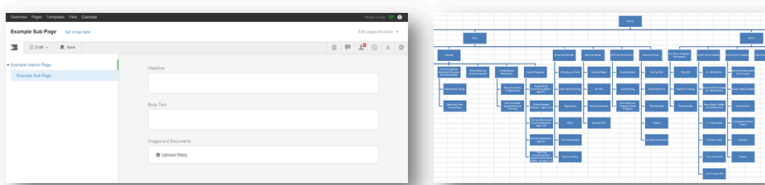
Step 2: Discovery

The discovery process allows us to understand as much as possible to inform your website design, as well as, the messaging.

- **Background Materials and Analytics Review.** Review existing websites, any other collateral, newsletters or content assets.
- **Competitive Review.** Review and analyze "competitor" websites and competitive messaging. We will also explore other successful online brands in the non-profit space and beyond.
- **Kickoff Meeting.** Conduct a kickoff discovery meeting with the three brand teams and other key stakeholders. Meeting should be held in person and will last 2-3 hours. Topics we will cover include why customers choose your products, points of differentiation, target demographic and geographic markets, success/struggles to date, benefit attributes to convey, barriers to growth, etc.
- **Optional Messaging and Positioning Exercise.** While we will explore your personality and brand, and even archetype your organization in the kickoff meeting, this scope of work does not specifically include a messaging project. Can you answer the following questions about your organization today? Would you like to be able to? Let's discuss!
 - Mission: Why do we exist?
 - Vision: What are our objectives as a college?
 - Values: What are the 3 - 4 qualities that are most important to our business and how we run it?
 - Brand Promise: What are the 3 things we believe in?
 - Value Prop: How do we solve our students problems?
 - Tone and Language: What are the 3 - 4 adjectives that describe how we talk about ourselves?
 - Elevator Pitch: What are 2 - 3 sentences to describe ourselves in plain language?
 - Target Audiences: What messages resonate with developers, c-suite, W3C members and groups?
 - Differentiators: What can we say about ourselves that is both compelling and believable?
 - Headline Benefits: How do our clients change from working with us?
 - Supporting Examples: What are the specific proof points that support our claims?

DELIVERABLES

- **Creative Brief.** The creative brief captures our learnings and insights, including design direction. This document will have pertinent information for our designers to move forward with the home page designs. It will also contain any new messaging direction that we will establish in the kickoff.



STEP 4: Copy and Design

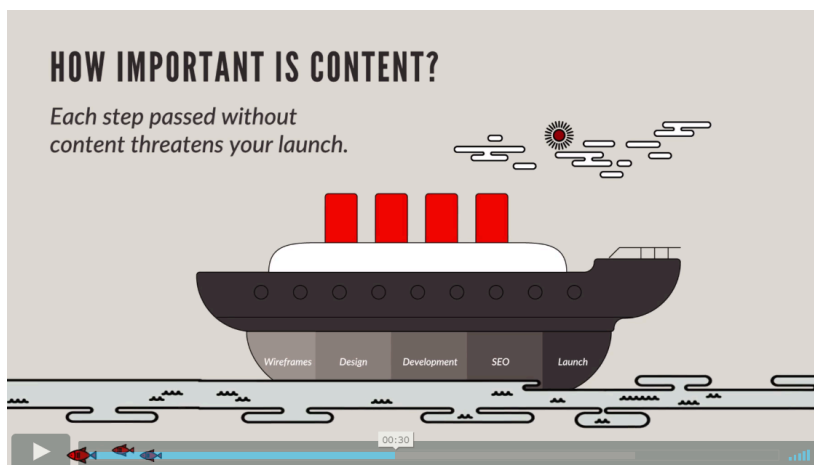
COPY

Your copy might be the single most important part of your website, making it the most time-consuming aspect of work when starting. What you have to say, and how you say it changes the layout of your web pages, the tone of the design and ultimately the structure of your site. The sooner the copy is created and approved, the more customized your site will become.

- For this engagement, W3C will provide the first draft of content.
- It is imperative that content is completed and approved on time in order to stay on budget and on schedule. Your account manager will communicate regularly with you to inform how content status is affecting your launch date, and whether additional time/fees will be required.

We created a video on the importance of having copy as soon as possible for the quality and success of your website. Check it out here:

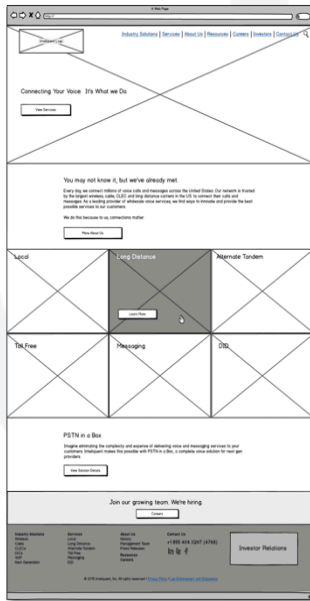
<https://vimeo.com/245950138>



WIREFRAMING

We begin all design with a wireframing process. Wireframes allow us to visually display the functional elements and hierarchy of content on a page. They help inform design, but are low-fidelity layouts and are not intended to represent visual design elements.

Below you will see a sample wireframe and home page design resulting from the wireframe.



HOME PAGE DESIGN

While this is not a branding exercise per se, all new websites evolve the brand visuals of our clients. We anticipate that this engagement will be no different. We will work together with you to identify parts of your visual brand that you would like to retain, and other areas where new graphics and elements may be in order. This new look and feel will come to life first as the homepage design. This will set the overall look and feel for the whole website. We will present in an in-person meeting to get immediate feedback, and work through any initial questions, concerns and requests.

- Two rounds of revisions to the homepage are included within this scope of work.

INTERIOR PAGES DESIGN

Once the home page design is finalized and approved, we will wireframe and design all interior page templates established in the color-coded sitemap.

- This scope of work allows for up to two rounds of revisions to page designs
- We will create a universal page to outline all styling, including typefaces, colors, padding, state changes and any other elements that need to remain consistent throughout the site.
- 9thWonder will design up to seven additional unique templates for use when building out the completed website. These may include:
 - Website homepage
 - Primary navigation targets (2):
 - "Standards"
 - "Participate"
 - "Membership"

- "About"
- <https://www.w3.org/Consortium/>*
- W3C Blog
- Vertical industries landing pages
- Public Work Groups homepages (ala IETF data tracker)
- /TR homepage (only the frame)
- Account pages (request, my profile [\(\)](#) [\(and its edit pages\)](#))
 - Others as determined by information architecture

(2) The four primary categories we have today may be artifacts of the current design. We should clearly identify who the targets for the site are and then determine what that means from an architectural perspective.

(3) This page is not public-facing but the public account pages lead to it, hence it's in scope

Should you need any stock photography to supplement your own library, stock photography provided by 9thWonder will come from Shutterstock. These photos may be used on the new website ONLY. You will need to purchase a different license to use website photography on other materials such as collateral, signage, broadcast, print or digital advertising. If you would like to use an alternative stock photo, we can purchase it for you and bill you, or you may purchase the file yourself.

Additional Design Assets

As we proceed through the full design of the site, we may identify additional assets that need to be designed for the site. This might be a chart, a diagram, small infographic explaining the CDP functionality or representations of the new platform UI. 9thWonder includes design of up to three design assets within this Scope of Work.

Optional: ADA Compliance

Your legal team or a third-party organization will need to certify whether your new sites are strictly compliant, but 9thWonder will design and build your websites following best practices for ADA AA level compliance within this scope of work. This includes accurate ALT text, the ability to navigate through your websites with a keyboard, color contrast checks and general accessibility functionality. Almost more importantly, we can provide you with guidelines for keeping it compliant when you make updates in the future.

Adding AAA compliance standards requires about an additional 60-80 hours of development work, and can be quoted out separately if needed.

9thWonder can also provide 3rd-party ADA compliance certification at the time of launch for an additional fee, listed in the estimates at the end of this proposal.

Step 5: Production

The production phase of the website is where the rubber meets the road and all the planning and design is put into development.

BLUEPRINT

Before moving into development, 9thWonder will present W3C detailed specifications and descriptions (the "Blueprint") outlining the designs, templates, development considerations, etc. to ensure that when the production process is completed, there are no surprises. We review the blueprint document with you. Your sign off on the blueprint serves as your "acceptance criteria" for the website.

A vibrant, dynamic site is always an advantage over static sites. 9thWonder will create a content management system for all pages of the website. Pages can be updated with items such as press releases, promotions, events, product

While the interfaces for most CMS's are easy to use and intuitive, they do require some initial training. This proposal includes one, two-hour training session with your team. (Additional or future training is available at our standard hourly rate.) In the CMS, you will be able to manage the following types of content across the entire site:

- Adding new pages
- Text edits
- Adding and replacing images

DEVELOPMENT

9thWonder will provide all programming for the website. The programming will take into account best practices for global stylesheets (CSS) and search engine optimization.

- **Technical Kickoff.** In addition to the initial discovery meeting, we will hold a detailed technical kickoff to establish all technical specs, including, but not limited to: programming languages, CMS + version, plugins and integrations, hosting configurations, asset management solution, feeds, content management functionality and needs, database requirements, mobile requirements such as speed and other search optimization needs, such as schema markups.
- **Fast Loading Pages.** We optimize all of our code using Google Page Speed (<http://code.google.com/speed/page-speed/>) and other tools on every website. We will work with you to understand desired speed scores on multiple measurement tools.
- **Search Engine Considerations.** 9thWonder will incorporate best practices for optimizing the site for search engines. Our full foundational SEO process, approach and services are detailed in the section below. Specific goals include increased keyword rankings for higher organic traffic. This should lead to overall increased brand awareness and engagement. Better qualified traffic will lead to decreased bounce rates and more conversions.
- **Responsive.** All websites are designed and programmed to be responsive. We develop an industry standard of two breakpoints from desktop to mobile.
- **Analytics Implementation.** An analytics tool such as Google Analytics will be incorporated or transferred into the site to achieve better understanding of the sites' traffic, patterns, visitors and sources of the traffic. We will work with you to understand the goals/conversions you would like to record and any other data specifications you would like on an analytics dashboard. We have an entire team that is dedicated to everything Google. Not only can we easily put your analytics or Tag Manager codes on each site, we can also customize the Tags / Triggers / Goals to fit your needs without needing to pull in another company.

CONTENT MANAGEMENT SYSTEM (CMS)

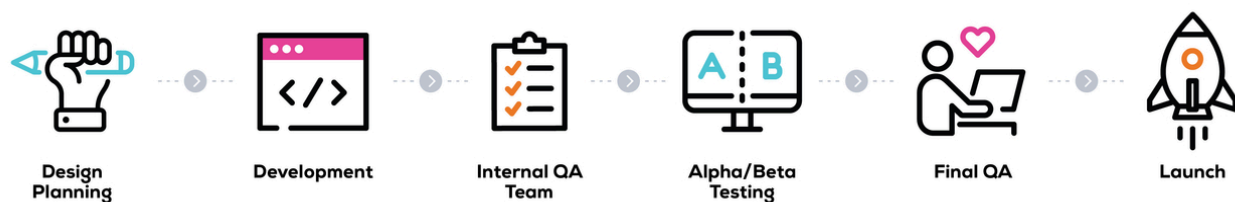
During the discovery phase and technical kickoff, we will partner with you to identify a CMS solution that will best fit your content management needs moving forward, and will integrate the best with any external systems you currently use or are considering. This may be an alternative open-source platform like Drupal, or an enterprise-level CMS like Kentico, Agility, Sitefinity or SiteCore. To help with the decision, we can provide demos on any CMS platform you are interested in checking out. Should W3C choose an enterprise-level CMS, there will be additional license fees, either one-time or monthly. We can get quotes for any solution you are interested in.

During the blueprinting phase, we will clearly document all of your functional requirements for the CMS user interface. This will include template flexibility, widget options, color and styling options and permissions/access levels.

While the interfaces for most CMS's are easy to use and intuitive, they do require some initial training. This proposal includes up to 8 hours of training with your team. This can be all at once or broken into sessions over two days. (Additional or future training is available at our standard hourly rate.)

QA

9thWonder includes a careful testing/QA process in every project. Our method has the flexibility to adapt to any changing needs, while still providing a clear plan for the finished product before development begins.



1. During the design phases, several UI experts within 9thWonder review designs and look for potential problems. Project managers hold meetings to review and critique designs internally before presenting options.
2. As the website is being created, developers, overseen by the development team lead, test their code and follow 9thWonder best practices for CMS development.
3. When the website is nearing the feature-completion stage, a dedicated QA team tests the projects and tracks bugs with the development team. After critical blocking bugs are cleared, the projects enter the alpha release phase.
4. In the alpha and beta phases, the 9thWonder project manager and technical project manager test extensively. The cycle of bug fixes and testing continues internally as many times as necessary, and we usually provide client access at beta 2 or 3, depending on progress. While clients may see some outstanding bugs, this allows for a much more agile development process as any changes that have come up can be made before all programming is complete.
5. When the website is in final beta, a QA specialist reviews the websites in detail, checking functionality and copy to ensure everything is letter-perfect.

6. Once final QA is completed, the website is in release candidate phase, and the client approves the website for launch.

Browser Support. By default, we test to ensure compatibility with all browsers that have meaningful market share. At the time of this writing, our test group includes the latest version of Chrome, Firefox, Microsoft Edge and mobile Safari (e.g. iOS), as well as Internet Explorer 11. Note that by default we do not support IE 10 or older. All modern browsers update automatically, without user interaction, every few weeks, so we do not list compatibility with specific browser versions. If you need support for an old or less common browser, please discuss with your account manager so it can be included in this proposal.

Step 6: Launch

DEPLOYMENT

For both initial deployment and ongoing changes, 9thWonder employs a continuous integration method which facilitates a smooth launch process. For launches, 9thWonder requires access to the host server/service. This type of launch is included in this statement of work.

Access required:

- FTP/SFTP with full permissions to the websites directory (as the user/group the web server uses)
- Access to create new databases and manage existing websites databases via SQL/MySQL management tools
- IIS access for Microsoft servers
- Necessary permissions to override htaccess and install PHP modules for Linux servers

If server access is limited or unavailable, such as on a private, internal server, 9thWonder will create a custom launch plan for both initial deployment and any ongoing changes. Due to the potential complexity, any customized launch work will be billed separately at our then-current hourly rate, in 15-minute increments.

In short, most clients who can provide access to a technologically up-to-date commercial web hosting service will be a "normal" launch. Clients who host internally will usually require a custom launch.

9thWonder will make simple DNS changes (such as changing the website A record) as necessary for launch, if given access, or we can provide DNS information to the appropriate IT staff to make changes. More complicated DNS issues like moving to a new DNS provider will be billed separately.

REVIEW AND CHANGES

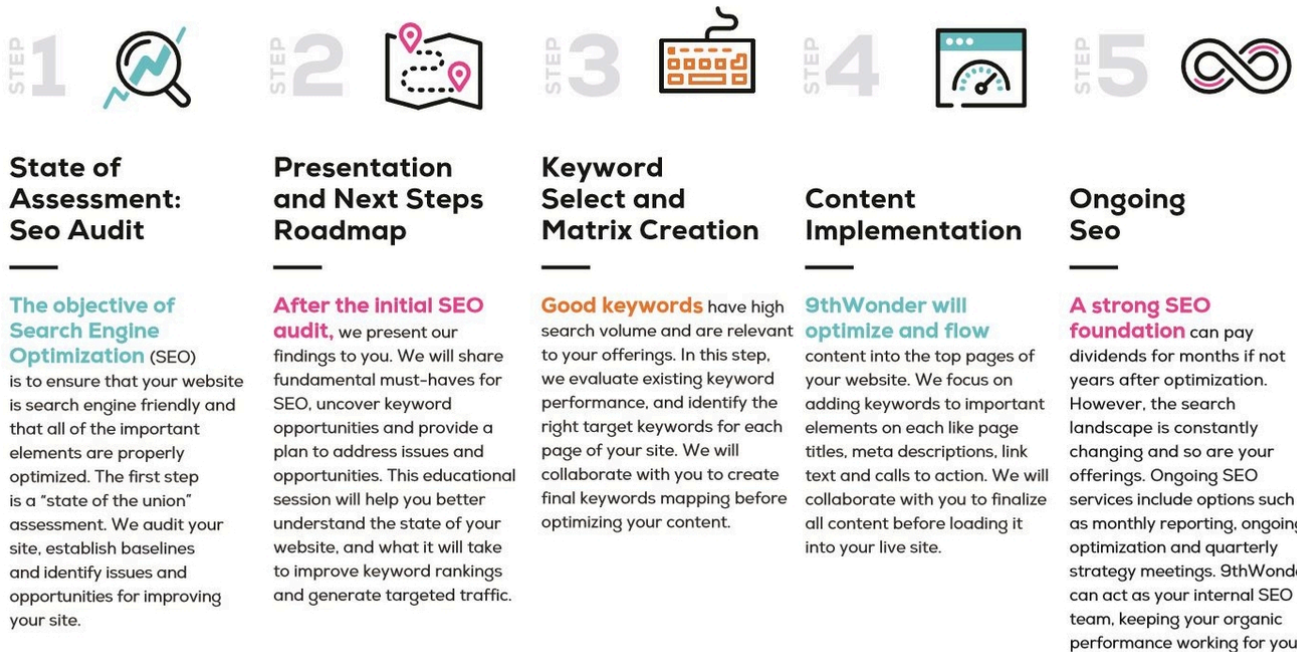
We understand changes often arise after one sees development projects in action. (As in, what looked great on paper needs to be tweaked after it is built.) Once W3C begins review of the website, for a period of thirty (30) days thereafter (the "Review Period"), 9thWonder will make any necessary changes at no additional charge, for up to 8 hours of work per site. This block of time is included in the Scope of Work as a courtesy for the inevitable minor changes. The hours cannot be used for new projects and cannot be used outside the Review Period.

Foundational SEO

SEO PROCESS

We always start with auditing so that everyone has a clear understanding of what the issues are and what our plan is to fix them. During the audit phase, we will examine the existing W3C website to identify strengths, weaknesses, and opportunities that exist in the current content. We will also examine competitors and other non-profits that have noteworthy SEO success to identify the types of content and optimization tactics that are driving that success. This would include looking at types of content that rank well. It would also include looking at on-page technical items like schema markup.

From there we get to work! While the details of every SEO project differ, we always equip clients with a winning keyword strategy that can be used to inform content strategy for years to come. Using this keyword strategy, we then implement optimizations using the latest SEO best practices. Finally, we create proper tracking based on client goals so we can measure and improve the effectiveness of our campaign and discuss next steps to further support ongoing SEO success like working with our PR team to promote link-building and/or blogger outreach.



SEO AUDIT

The first step is a "state of the union" assessment. We audit your site, establish baselines, and identify issues and opportunities for improving your search ranking.

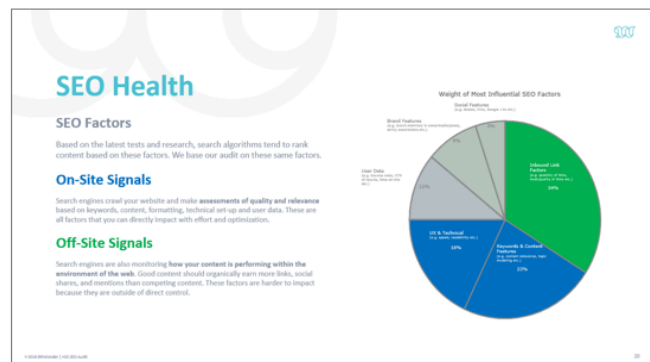
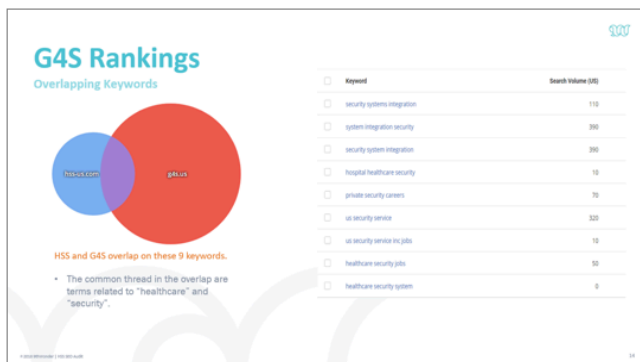
- A **Client Questionnaire** is the first thing all parties involved go over to ensure we have all the necessary information to move forward, as well as, a basic understanding of the goals and purpose of the site.

- An **On-Site Audit** is conducted to uncover opportunities within your website content, technical setup, and user experience for SEO improvement. This portion would cover both technical and content items for the existing W3C website.
- An **Off-Site Audit** reviews your current SEO potential based on your websites' reputation on "authority" (backlink analysis). This understanding authority, and competitor authority, plays a critical role in how we create your SEO strategy.
- A **Competitive Audit** is conducted to form a baseline for your SEO and uncover relative strengths and weaknesses within your competition set. We will also audit sites that may not directly compete with your brands to help inform the tactics we can employ in our SEO strategy.
- An **Action Plan** is presented combining all the data we found in the audit with an itemized and prioritized punch list of items for both 9thWonder and your team to work on in the months following the audits.

Audit Deliverables for each site include:

- Client Questionnaire
- An SEO Audit overview document
- Review of the SEO Audit with you
- An SEO Audit Dashboard containing all relevant data that informed the SEO audit and SEO strategy
- Plan of implementation for recommended changes

Sample Audit Slides



FOUNDATIONAL OPTIMIZATIONS

Coming out of the audits, we will have clear direction on how to make your site achieve its highest SEO potential. These action items will vary in scope and difficulty based on what we uncover, but will always focus on on-site optimizations of website content and technical SEO.

Content Optimization

Content optimization provides search engines and users with essential data on what your content is about. While keywords have become somewhat devalued by search engines advancements, they are still an essential part of how search engines understand and rank your content and thus are an essential part of any SEO strategy. We will create an optimization plan that covers all on-site content, both in terms of keywords and technical items like schema markup.

Keyword & Content Strategy

Our audits give us a broad understanding of keyword and content opportunities based on your existing rankings, competitor content strategy, your current level of content and optimization, and your relative authority. Starting with this audit data, we dive deeper to uncover and evaluate every potentially valuable keyword for your business. Working collaboratively with your team, we narrow down this research into a keyword to content map. This map identifies our targeted keywords and maps them to either existing, planned, or possible content pieces (If your site is undergoing architecture changes, our UX team incorporates this research to the site mapping process.) This process culminates in a finalized sitemap, with corresponding keyword strategy, and additional keyword opportunities for W3C that can inform content beyond our scope of work.

Sample Keyword Strategy

Page	Keyword	Min Volume	Max Volume	Difficulty	Opportunity	Potential
Home	outsource sales team	201	500	35	83	57
Home	outsource sales	201	500	37	53	56
Home	outsourcing sales	201	500	38	53	56
Home	outsourcing sales team	101	200	35	83	56
Home	outsourced sales team	101	200	37	83	53
Home	outsourced sales force	51	100	36	83	49
Home	outsourced sales	101	200	37	53	48
Home	sales outsourcing	101	200	36	53	48
Home	outsourced sales companies	51	100	29	53	45
Home	outsource your sales team	0	10	29	79	41
Home	outsourced sales staff	n/a	n/a	13	83	31
Home	field sales outsourcing	n/a	n/a	16	83	30

Content Creation

In some cases, your sitemap will call for us to add, remove, or consolidate content. 9thWonder can assist strategically with this process, but copy writing is an additional charge beyond Foundational SEO.

9thWonder will research keyword opportunities around the key topics W3C would like to target based on trends, and will optimize key page elements including page title tags, URLs, meta descriptions, header tags, in-page content, internal links, image attributes, and schema markup using the latest SEO best practices. The exact number of pages optimized will vary based on your websites needs and the complexity of the optimization.

Sample Keyword Optimization

Content Edits	
Title Tag:	Sales Outsourcing Services Built to Grow Brands Sales Partnerships
URL:	/solutions
Meta Description:	Sales outsourcing services for lighter, faster, tech-enabled field ambassadors that provide personalization while upholding your brand reputation.
H1 Tag:	Sales Outsourcing Services Built to Grow World-Class Brands
Page Text:	Prospects work faster than ever before and expect more personalization in sales outreach. You don't need a partner that only wants to bundle your solution to earn a quick commission, or is focused on vanity metrics like "number of impressions." You need a partner that understands the science of sales and ties their results to your business metrics.

Content Optimization Deliverables for each site include:

- Review of Selected Keywords/Content Recommendations
- Keyword Matrix
- Content SEO Document
- Review of Content SEO Document
- Optimized Web Pages

TECHNICAL SEO

Technical SEO refers to any SEO work done to a website that doesn't consist of changes to content. Technical SEO allows you to remove roadblocks caused by your sites setup that are hindering users and search engines. Especially as Google continues to make factors like site speed and mobile experience core factors in their algorithm, you need to have a strong technical foundation.

During the auditing process we uncover all the technical issues that could be hindering your site from an SEO perspective. During a typical Foundational SEO engagement, we can eliminate all technical SEO issues.

Technical SEO Deliverables include:

- Technical SEO issues list from audit
- Prioritized action items for Technical SEO improvement
- 301 redirects
- QA of website after Technical SEO project showing resolution of errors
- Schema Markup Plan

Content Optimization Deliverables include:

- Review of Selected Keywords/Content Recommendations

- Review of Selected Keywords/Content Recommendations
- Keyword Matrix
- Content SEO Document
- Review of Content SEO Document
- Optimized Web Pages
- Schema Markup Implementation

ANALYTICS IMPLEMENTATION

W3C would like to track all relevant website interactions for users that inform success measurement. This scope of work will include a Google Analytics implementation that incorporates goal and event tracking for specific user behaviors that can be tied to any campaigns. We will need to coordinate with the individuals managing any campaigns to ensure they include UTM codes in their links and share any specific tracking tags they need with our team (Example: Facebook Pixel, Floodlight Tags, etc.). Our team will ensure that Google Analytics is set up to capture all relevant on-site behavior metrics for all traffic sources accordingly.

NEXT STEPS MEETING

Two weeks after the implementation of Foundational SEO, we meet with you to recap the work that has been completed, and discuss what work still needs to be done to ultimately meet your long term business goals, as well as what strategies could help you accomplish those goals. This meeting will be an opportunity to discuss what ongoing SEO support will look like, possibly including our PR team to discuss strategies for ongoing link-building, blogger outreach, and other off-site factors. This will also be the opportunity to discuss whether we can provide additional services for SEM or other paid digital efforts. We also use this time to revisit how you will measure success of your SEO and digital program and share reporting on all relevant data.

Deliverables:

- Ongoing strategy recommendations (can include PR, SEM, Paid Social, etc.)
- Next Steps meeting

RFP Responses

Requirements

HTML5, WCAG 2.1, ideally Level AAA (level AA as a minimum), standards compliance

We will absolutely keep this in mind as we design. Our designers are trained in ADA compliance and are used to using tools that test for color contrast ratios etc. When the site is given to you, we can also work with 3rd party companies such as SiteImprove to scan the site for compliance as a final check.

Consistently responsive: mobile first, then desktop design

We always design with mobile in mind so everything fits properly on the page and is user friendly. Our UI/UX team also checks everything to ensure that it follows best practices and usability standards.

Modern best practices and simple, maintainable markup and CSS

Our team of developers dedicate time each week to learning new skills and staying up to date on best practices.

Device-independence, reusability (i.e., semantically rich and machine-readable, future-proof)

We design and develop modules so while everything works well together to create a cohesive design, each section is also reusable throughout the site and can be read by machines.

Compliance with [W3C URI persistence policy](#)

I assume no issue with this – once they pay then we don't care what they do with it. Might want to verify with Jeff.

Performance must be as good as or better than the current site

We check everything again page speed checkers and Google's page speed test to ensure optimal performance. We also have significant experience with using CDNs, caching and other methods that can keep the site as fast as possible.

Integrates with existing W3C-maintained back-end services (e.g. database of groups and participants, ...)

We have integrated with countless systems – everything from 3rd party APIs, databases, CRMs like Marketo and Salesforce. We have no problem including your services in the next website design.

Testing throughout the process

We have multiple QA checks throughout our process to ensure you get what you are expecting at the end of the project. Current checkpoints are after wireframes, after homepage designs, after interior pages designs, after HTML / CSS development and then again after the CMS/backend has been added to the frontend code.

Support for bidi (content and navigation)

Provide advice on a modern replacement for the custom CMS used for the current site

We need a CMS that is long-lived and easy to maintain, because we run our systems for decades.

We have worked with countless CMSs and can help you explore which would be best for you. We can go with an open source CMS such as WordPress that's free and written in PHP or look at other options including Kentico, a .NET CMS that you can self-host but don't have to update as often. We like to do an introductory call to discuss the different CMSs and get your take on languages, security, maintenance and interface to help you decide which is the best option for your needs. We are also happy to run through CMS backends to give you a feel of how the CMS would be setup to help the decision.

Full change histories identifying who made each change.

We can use a few different methods for this but typically recommend that code be kept in a code repository and all logins including the code repo and CMSs are all unique for each user. That will automatically track what content they are pushing and allow for user roles to be setup to limit what tasks each user can perform on the site.

The CMS may need to enable collaborative editing

We will make sure any CMS selected will include the ability to work together with roles including authors, editors, and admins.

Willingness to work in the open: to publish and explain your work as it is completed in phases and collect and accept feedback

We always accept feedback from the client throughout every step of the process. Your website is something you need to be proud of! For each step of the process, you will have a subject matter expert on the call for you to discuss options and ask questions. They will also be able to explain their work and the reasons they did what they did.

Services

DESIGN

User research (4) (ideally including participants with disabilities)

We will perform usability testing on your website for the purpose of generating current user experience data. The objective of Usability Testing is to evaluate the current state of your website or application from the perspective of your target audience. Usability Testing takes the guessing game out of what's working and what isn't, provides insight into the content your audience wants to see and allows 9thWonder to make informed recommendations for your website or application moving forward.

Usability Testing always garners interesting and actionable insights to improve user experience and in turn, conversion rates. It is a practice everyone can and should integrate into their process as early and as often as you can afford. There is never a bad time to improve.

9thWonder's approach is to conduct remote, unmoderated usability tests with up to five (5) users. While five users may seem like too few, don't be tempted to increase this number. If anything, increase the frequency in which you test. Five users will determine the majority, nearly 80%*, of the existing issues and is the best cost to benefit ratio.

Remote, unmoderated tests allow users to freely use the website or application without feeling watched or being lead by the moderator. This method also provides a consistent experience across all testers.

9thWonder would create a test plan including up to fifteen (15) questions and tasks. The test should take the tester no more than 20 minutes to complete. Ideally the test plan will resolve any internal debates, confirm/deny if original goals were met and for all parties to better understand how users actually move through the website or application. Tasks and questions may be informed by a combination of a brief Discovery meeting, previous Website Audit and/or Google Analytics Analysis.

9thWonder will identify the demographics of the testers permitted to take the test. Each test of 5 users is recommended they are within the same demographic group, or broken into groups of 2-3 users per audience/segment per test with the same test questions.

Each test of 5 users will be on a single device. If desktop and mobile tests are deemed necessary, test groups can be broken into user groups of 2-3 for each device with the same set of questions.

The results of all the test will be synthesized into a presentation identifying the key high points and illuminating the key areas of frustration. In addition, direct quotations, screenshots and/or user flows will be featured within the document to illustrate the key takeaways from the test. A video highlight reel will also be provided to watch and share with team members.

Information Architecture / wireframes (New website infrastructure)

Having in mind the user-security architecture

Based on the discovery, your goals and competitive research we begin building the framework for your website through the information architecture. This is the foundation from which your design will be built. Within this part of website process we will create the following:

Sitemap

This outlines the actual pages that will exist on your site. Putting this into a logical structure will help you organize your copy/image content and will become the framework for the navigation of your website.

Content Inventory Document

Whether we are assisting with writing copy or not, 9thWonder will provide an online tool to collect your content. Each page from the Sitemap will be represented so content can be organized visually.

Wireframing

We begin all design with a wireframing process. Wireframes allow us to visually display the functional elements and hierarchy of content on a page. They help inform design but are low-fidelity layouts and are not intended to represent visual design elements. Wireframes allow us to share a visual outline of unique pages and page templates to gain approval before creating the visual design.

Visual Design for Desktop and Mobile

9thWonder will design a desktop and mobile homepage first to set the tone for the entire website look and feel. We will present in an in- person meeting to get immediate feedback, and work through any initial questions, concerns and requests. All visual design will be based on a creative brief created after our discovery process that reveals your goals, aspirations and preferences for visual design.

Once the home page design is finalized and approved, we will wireframe and design all interior page templates established in the color-coded sitemap.

Style sheets and Templates

We will create a universal page to outline all styling, including typefaces, colors, padding, state changes and any other elements that need to remain consistent throughout the site.

9thWonder will design additional unique templates for use when building out the completed website.

The number of unique templates does not dictate the total number of web pages W3C will have on their new site.

9thWonder will create desktop designs first, then mobile wireframes for all remaining templates. Any subsequent breakpoints necessary for development will be created once all pages and template designs have been approved.

Integration

If W3C has third-party platforms that require styling to match the new website, we are happy to include design and HTML and CSS as one of the proscribed templates above.

SEO

Organic SEO and Search Strategy

We always start with auditing so that everyone has a clear understanding of what the issues are and what our plan is to fix them. During the audit phase, we will examine the existing W3C website to identify strengths, weaknesses, and opportunities that exist in the current content. We will also examine competitors and other non-profits that have noteworthy SEO success to identify the types of content and optimization tactics that are driving that success. This would include looking at types of content that rank well. It would also include looking at on-page technical items like schema markup.

From there we get to work! While the details of every SEO project differ, we always equip clients with a winning keyword strategy that can be used to inform content strategy for years to come. Using this keyword strategy, we then implement optimizations using the latest SEO best practices. Finally, we create proper tracking based on client goals so we can measure and improve the effectiveness of our campaign and discuss next steps to further support ongoing SEO success like working with our PR team to promote link-building and/or blogger outreach.

DEVELOPMENT

Front-end

Once designs are finished and approved, we start with the HTML and CSS of the website. We create the universal styles first so headers, buttons, colors etc. are all the same throughout the site. We then break down the pages into groups of 2-3 templates. Every few days, we finish another section of templates and then do a mini QA to ensure that the design is translating into development the same way the designer intended. Our QA's also include looking at the pages in different browsers to make sure no browser specific bugs were written into the code.

After all the templates have been created and initial QA is complete, we go back through and add in the animations using JavaScript and CSS. At this point, we are ready to integrate the frontend code to the CMS and any backend functionality / integrations.

Content strategy

Our SEO, UX and copywriting teams work together to create your content strategy. What are your users' journeys? What keywords does your site rank for? What pages on your site get the most traffic? What new sections needed to be added? How should your information architecture be structured to help users find the content most relevant to them? What kind of messages do you want to share with each audience? We will take all of these things into consideration to create your sitemap, wireframes, keyword strategy, content creation and content mapping.

Once your site is up and running, you will need a content calendar for adding relevant articles, videos and other content for the next quarter and the next year. One of our content experts can work with you to create a keyword strategy, roadmap a content calendar and then generate assets for distribution on- and off-site.

Content migration

After an introductory call, we will decide if we can port over content through an import functionality or we can write scripts to automatically port over content that we can't import/export. We have many options so regardless of how content is currently stored, we will be able to migrate it quickly and efficiently.

Multilingual site, language negotiation (e.g., Accept-Language header in combination with page links to alternate languages, and 'sticky' content negotiation techniques)

We have developed many multilingual websites and are comfortable with the process. We will first determine what fonts are needed if using non-Latin alphabet fonts, and then can do everything from using Google Translate plugins to enabling the multilingual functionalities in the CMS for custom translations. We will also make sure that once a user selects a language, they will view every page in that language until switching to new language along with other usability best practices.

Browser & Device Testing, Usability testing (Ideally including participants with disabilities. We have resources for that, including <https://www.w3.org/WAI/test-evaluate/involving-users/>)

It's great that you have resources that we can utilize! In addition to that, we also test in all major browsers – Chrome, Firefox, Safari, IE 11, Edge etc. and on both PC's, Macs, iPads, a Samsung tablet, iPhones, and Android devices. We have many different machines in the office but also have subscriptions to BrowserStack to have a wider range of devices to test.

We like to look at analytics to verify what the most commonly used devices / browsers are for your specific site so we can focus on those.

CONSULTING

Advice on software (e.g. CMS, analytics --Matomo is being used; preferably open-source)

We will have a technology call to go over the different options you have with CMSs, analytics and any other necessary software. After we present different options, you can pick which works best for your company. We will include our recommendations as well.

Migration strategy

During our website kickoff meeting, we talk about our launch plans and how we plan to migrate the site to a new server. We customize this to each client based on their needs. Typically for clients that host themselves we will either send instructions for how to setup themselves or, with temporary access, we can setup the site for you. We also make sure to launch at a time that is going to have the least impact to your visitors. Since we have a team in Vietnam, we are able to launch almost any time of day or night.

Advice on how to maintain accessibility

We can help setup a plan to make sure your site maintains accessibility and if desired, can create a guide for any future people that work on the site.

A privacy policy readable by humans, and meeting the needs of W3C

We will make sure this is accessible and up to current best practices.

MFA (ideally with webauthn) infrastructure for Member and public users

There are many options available so depending on the CMS that is selected, we will present the best option for security.

Project Management

Our expert AMs and TPMs will create project plans, track progress on our task management tools, manage all communications and deliverables and schedule recurring status meetings to keep all stakeholders abreast of progress and next steps.

Maintenance and future collaboration

We can customize any maintenance plan with our customers as needed but we offer two standard packages that includes all necessary updates and maintenance so you don't have to worry about it. These packages are also based on CMS used. For example, if WordPress is chosen, we will propose a package that includes core and plugin updates to keep your site secure.

Managed Website Services

Managed website services is a worry-free way to make sure your site is running well. Plus, it gives you a book of hours you can draw on each month for website changes, maintenance and support. Need to format a new image? Can't find the setting you need in the CMS? Need to edit something that's buried in HTML code? Our Managed Hosting has you covered.

Managed Websites

WE WILL:

- Host your site on a high-quality, cloud-based platform, or manage your hosting account for you
- Provide you with up to five hours of site changes, maintenance and support per month
- Purchase and renew your SSL certificate subscription so it doesn't expire
- Create daily backups of your website
- Scan your site daily for any malware
- Install and test CMS and plugin security updates as needed
- Monitor your site for uptime and responsiveness
- Monitor your site's speed and provide a monthly report
- Monitor transactions on your website
- Conduct a monthly sitemap check and update
- Scan for broken links
- Monitor your CMS error log
- Monitor Azure Application Insights (for .NET sites)
- Monitor Google Webmaster Tools

With all Managed Websites Services, we offer:

- The ability to cancel at any time for any reason
- 99.9% uptime Service Level Agreement (SLA)
- Response time SLA for "website down" issues:
 - 15 minutes during US business hours
 - 1 hour outside of US business hours
- Up to 20 hours of programming per month, to be used for updates, small changes, etc.
- Website maintenance hours can be used for whatever you like
 - Hours do not roll over month-to-month
 - In routine, non-emergency situations, 9thWonder will respond to requests by the next business day, if not the same day, with an estimate for completion.

- Projects that will require more than 20 hours a month can be quoted out at our blended rate of \$150/hour.
- **Support outside US business hours, other than "website down" issues, is billed at \$250/hour, half-hour minimum.**
 - US-based team members handle these requests, day or night, so we try to limit the night and weekend work to emergencies.
 - Contacts
 - *Primary contact (US business hours): Your account manager*
 - *Backup contact (US business hours):*
 - 9thWonder Technical Team
 - (303) 222-8045
 - *Emergency assistance after US business hours:*
 - support@9thwonder.com **(to be used for emergency requests only)**
 - Hosting Service Details: We utilize a highly reliable, cloud-based server platform to keep your site up and running. Most of our clients in need of hosting services need something that "just works", and we do everything in our power to make the hosting process as easy as possible. Below are some of the details about what our hosting does and does not provide. We try to keep things simple and free from legalese and technical jargon - if you have detailed technical questions, we're happy to answer them.

DOMAIN NAMES

Our clients are in control of their domain registration. 9thWonder will assist in registering and configuring domain records if desired. Our client always owns and maintains full rights to the domain.

CONTENT

Website content belongs to the client. 9thWonder does not lay claim to nor take any responsibility for the content on our clients' websites. At the client's request, 9thWonder will provide FTP access so the client may make changes, download/backup content and/or move to a different host at any time.

Website content belongs to the client. 9thWonder does not lay claim to nor take any responsibility for the content on our clients' websites. At the client's request, 9thWonder will provide FTP access so the client may make changes, download/backup content and/or move to a different host at any time.

UPTIME / WEBSITE AVAILABILITY

Websites we host will be available 99.9% of the time in a given month, excluding planned maintenance. If you report any unexpected downtime due to server or network failure, 9thWonder will credit your next month's invoice the equivalent of one day's hosting for every 60 minutes of downtime, up to 100% of your monthly hosting fee.

A note on planned maintenance: Server maintenance typically takes place late at night on weekends, and any outages are kept to as brief a time as possible. Typically, neither our clients nor their customers notice when maintenance occurs, though we do notify our clients of any planned downtime.

FAIR USAGE

We do not put strict language into our proposals about compute cycles or bandwidth. This proposal is intended for business websites with what we consider "standard" traffic and content. We offer customized hosting solutions for those sites that may use more resources than the normal site. If you feel your site may be in this situation, just let us know.

That said, if your website unexpectedly begins to use so much bandwidth or server compute cycles that we need to increase your hosting package, we will let you know. 9thWonder will never shut down a website simply because it has success. We will work with you and discuss options and prices to keep your site running smoothly. However, an unexpected, extreme increase in traffic is very rare. In our 18+ years of hosting experience with hundreds of clients, it has only happened once.

MONITORING

An outside system will check a specific page on your website every 1-3 minutes to ensure the server, CMS, DNS and database are functioning normally. These checks take place worldwide, ensuring your site is available everywhere.

BACKUPS

Our servers are cloud-based. This means that your data is safely stored on many hard drives at once. If one drive or machine happens to go down, the system automatically switches to another with little to no interruption in service. Additionally, file and database (if applicable) backups are made daily, and they are kept available for 14 days. Website content and files can be restored from a recent backup in the event of loss.

Terms and Conditions

Estimate Assumptions

If W3C requires services that are outside the Scope of Work defined in this Agreement, 9thWonder will prepare a change order for W3C approval based on 9thWonder's then-current rates.

Method of Payment

9thWonder accepts check, money order or direct bank transfer for payment of invoices. 9thWonder invoices are sent via email unless a paper invoice is requested.

Expenses

Travel Expenses. W3C shall reimburse 9thWonder monthly for all travel and/or entertainment related expenses incurred by 9thWonder, its directors, officers, agents or employees in performing the services provided for in this Agreement, including, but not limited to, air travel, ground transportation, lodging, meals, tips and any other travel-related charges. W3C must approve costs prior to 9thWonder incurring expenses.

Images, Music and Software Licenses. W3C shall reimburse 9thWonder for all licenses required for content or software needed to complete this project. W3C must approve costs prior to 9thWonder incurring expenses.

Involved Parties

W3C acknowledges and agrees that 9thWonder, its directors, officers, employees, agents and vendors are not employees of W3C and nothing contained herein shall create an employer/employee relationship between W3C and 9thWonder. 9thWonder may engage subcontractor(s), vendor(s) or other personnel, as required by 9thWonder, to perform services contemplated by this Agreement. This Agreement is entered into for the sole benefit of W3C and 9thWonder and no other parties are intended to be direct or incidental beneficiaries of this Agreement and no third party shall have any right in, under or to this Agreement.

Intellectual Property

It is agreed that W3C shall retain the use, rights and ownership of all design, design elements, logos, code (such as HTML or PHP programming) and other intellectual property created by 9thWonder as part of Work, except a) when third-party code is used under a different license structure, or b) for items specifically listed in this Agreement as 9thWonder property.

Project Duration, Limitation of Liability and Remedies

Either party may terminate this Agreement, with or without cause, which termination shall be effective upon the non-terminating party's receipt of such written notice and the payment of any outstanding fees and expenses that have been incurred. In no event shall 9thWonder, its officers, directors, members, employees, agents, or contractors be liable to W3C or any third party, for any consequential, incidental, indirect, exemplary, special or punitive damages, including any damages for business interruption, loss of use, revenue or profit, whether arising out of breach of contract, tort (including negligence) or otherwise, regardless of whether such damages were foreseeable and damages shall not exceed the amount of fees paid by W3C under this Agreement.

Warranties

Warranty. 9thWonder warrants that the final deliverable provided to W3C will substantially conform to the Blueprint and 9thWonder will make necessary changes or corrections during the Review Period only. If W3C provides written notice during the Review Period of any non-conformance with the Blueprint, 9thWonder will correct such non-conformance within a reasonable time, to be determined by 9thWonder in its discretion. W3C will provide 9thWonder with sufficient information to permit 9thWonder to confirm such non-conformance. If 9thWonder is unable to correct a non-conformance, 9thWonder will refund a portion of the price stated in this Agreement applicable to that deliverable. This will be W3C 's sole and exclusive remedy for a breach of the foregoing warranty.

Warranty Exclusions. 9thWonder will not be responsible for a breach of warranty that would not have occurred but for:

- Changes to a deliverable that were implemented by W3C or a third party;
- Changes made by W3C or a third party to software or hardware with which the deliverable operates or interfaces, or on which the deliverable or the professional services otherwise rely;
- Errors or defects in software or hardware with which the deliverable operates or interfaces, or on which the deliverable or professional services otherwise rely; or
- Improper use or operation of a deliverable or any portion thereof by W3C, its agents, employees or any other third party.

Warranty Disclaimer. 9thWonder does not warrant that deliverables will be error free or that they will be compatible with present or future products of 9thWonder or other vendors, nor that any results, output, or data provided through or generated by the software/code will be accurate, up-to-date, complete or reliable. Except as expressly set forth herein, 9thWonder disclaims to the fullest extent authorized by law any and all warranties, express or implied, including, without limitation, any implied warranties of merchantability or fitness for a particular purpose. All names, logos and other brand-related materials must be reviewed and approved by W3C's legal counsel at W3C's sole cost and expense. W3C shall indemnify, defend and hold harmless 9thWonder for any claims, actions, suits or other legal proceedings related to or arising out of any infringement claim or W3C's breach of its obligations under this Agreement.

Governing Law

The provisions of this Agreement shall be governed by and construed in accordance with the laws of the State of Colorado. In the event of any legal action to enforce or interpret this Agreement, the parties agree that the sole and exclusive venue shall be a court of competent jurisdiction located in the City and County of Denver, Colorado.

Entire Agreement; Amendments; Assignment

This Agreement constitutes the entire agreement between the parties with respect to the matters referenced herein and supersedes any and all other writings and oral negotiation. Amendments to this Agreement must be by mutual consent of the parties, in writing and signed by 9thWonder and W3C. This Agreement may not be assigned by W3C without the prior written consent of 9thWonder.

References

W3C agrees to provide access to W3C's logo for the 9thWonder web site and press releases, as approved by W3C for 9thWonder to use for its marketing purposes.

Disclaimer: Malicious Users

Every application or website accessible via the public internet is unfortunately susceptible to deliberate misuse. 9thWonder works diligently to provide the most secure websites and web applications possible. However, this is not a guarantee that the final product will be hacker-proof. As proven by hacks of major corporations and government websites, any web property can be hacked by people with enough time, resources and motivation.

Without a Managed Website package, W3C shall be solely responsible for the security of web properties after launch. For any site, passwords should be updated regularly; the server should be monitored for malicious activity; and updates should be performed as necessary. Especially for websites using any third-party code, regular updates are of utmost importance. Content Management Systems (CMS) such as WordPress and Joomla constantly release new security patches for the core system and for plugins. A site running an old version of a CMS system can often be easily exploited. Without a Managed Website package, W3C shall be fully responsible for all CMS maintenance, third-party tool updates, server security, password security and any and all other security issues. Notwithstanding anything to the contrary set forth herein, W3C is responsible for independently ensuring that the project meets and continues to meet any internal or external security requirements or guidelines for safeguarding W3C or its customers.

Counterparts

This Agreement may be executed in one or more counterparts, each of which shall be deemed an original and when construed together, shall constitute one agreement.

Waiver

The delay or failure of either party at any time to require performance or compliance by the other of any obligations or agreements under this Agreement shall in no way be deemed a waiver of those rights to require such performance or compliance. The waiver of any right or remedy in respect to any occurrence or event shall in no way be deemed a waiver of any right or remedy in respect to any other occurrence or event, nor shall any waiver constitute a continuing waiver.

Fees and Invoicing

One-Time Fees	Price	Qty	Subtotal
Usability Testing			\$15,000
Website Design			\$38,000
Website Development			\$68,000
Foundational SEO			\$12,000
Consulting			\$24,000
<input checked="" type="checkbox"/> Copywriting 40 hours			\$8,500
<input checked="" type="checkbox"/> Optional Messaging and Positioning Exercise			\$18,000
<input checked="" type="checkbox"/> Optional 3rd Party ADA Compliance Certification <i>SiteImprove</i>			\$15,000
Total			\$198,500

Description	Price	Qty	Subtotal
Managed Website Services	\$2,400		\$2,400 / month
Total per month			\$2,400

9thWonder will invoice 50% at the kickoff, 25% once the demo link is delivered and the final 25% once the website is launched.

Approval

This Agreement is valid for thirty (30) days, and all timelines are subject to 9thWonder availability at the time of signing. Please sign below to signify W3C's acceptance of the terms of the Agreement. Thank you.



SIGNATURE
Coralie Mercier

Coralie Mercier - Head of W3C Marketing and
Communications
W3C



SIGNATURE
Lisa Hillmer-Poole

Lisa Hillmer-Poole, Managing Director
9thWonder - Denver