PHOENIX SEMINARY

SCHOLARSHIP WITH A SHEPHERD'S HEART

WEBSITE REDESIGN PROPOSAL

Introduction

Thank you for considering us for your web design project. We understand that creating a website is a big undertaking, and it requires a lot of collaboration and coordination. We want to make sure that your website meets all of your needs, and that it is built with your students, potential students, faculty, and your budget in mind.

To help think through a potential partnership, we've put together a comprehensive web design pricing proposal that outlines the features and scope of the project. We've included a breakdown of our processes, materials, and services, as well as our pricing structure, so that you can have a better understanding of what is involved in creating a successful website.

We look forward to discussing the details of your project and working together to create an amazing website for Phoenix Seminary.

— Calvin

Branding Assessment

Having consistent logos, fonts, and styles on your website and marketing collateral is essential for building strong brand recognition. It's important to create a clear and consistent visual representation of your brand that is recognizable and memorable to customers. This includes having a consistent logo and color scheme, as well as consistent fonts and design elements, across all of your marketing materials and website.

Developing a strong visual identity is key to creating a recognizable brand, and having a consistent look and feel will help your business stand out from the competition. Creating a consistent and cohesive look and feel across all of your materials will help people quickly and easily identify Phoenix Seminary, giving them a memorable experience and helping to build loyalty to your brand.

Branding Guide

We'll do an assessment of the ways you're currently using your branding, make suggestions for updates, and put together an updated brand guide for Phoenix Seminary. We'll assemble an updated guide that can be used for social media, webpages, and other marketing collateral.

This step is key to establishing a standard for building the new website, creating a marketing campaign to support its launch, and ensuring ongoing consistency with the brand.

- Messaging guide for launch campaign consistent with Phoenix Seminary's mission and vision.

- Color palette guide with color codes

- Guide for proper use of logos and variants

- Typography instructions for proper use of fonts and weights

Discovery Meeting

We'll schedule a meeting with you and key stakeholders to outline the objectives for updating Phoenix Seminary's Brand Guide. Although the logo won't be changed, there is an opportunity to update the fonts used in support of the logo and how they are used in different scenarios. Additionally, we will have a preliminary discussion about the messaging to be used on the website and marketing materials for its launch.

Drafting Concepts

We'll take the information from our, conduct research, and begin sketching ideas and concepts for the updated Brand Guide. We'll schedule a video call or provide a recorded video talking through the direction and thoughts informing our suggestions.

During the revision process, feedback and input can be collected from key members of leadership and delivered in writing or in a scheduled video call.

Delivery of Assets

Once the decisions are finalized we will put together a comprehensive Brand Guide. We'll also create guides for social media, web, and printed materials. These are helpful for onboarding new staff that will oversee these areas and keep them from having to navigate a comprehensive document.

Website Design

Your website is one of the most important assets your school owns. In many cases, your website is one of the first impressions many will ever have of Phoenix Seminary. Creating a website that shows the quality and academic excellence of the institution should be top priority. This means communicating clearly with the words that are used and with the way the

site is organized. If the website is confusing and unprofessional, people will assume that Phoenix Seminary is confusing and unprofessional. A marketing campaign that brings a high volume of traffic or pages that rang high with SEO are important. However, if people are landing on pages that aren't selling your programs, the time and financial resources spent to get them there are wasted.

We will come alongside you and create a website that is beautiful, professional, well-organized, and does the initial work of selling your academic programs. A high-quality in take what we have learned from the process of creating your brand guide and use that to inform how we design and build your website. We have a four-step process for building the website:

Wireframing

We create a comprehensive outline of what will be included on your website and how to effectively communicate your message in an understandable and useful manner. This includes a review of current pages in your library and determining which pages need to carry over, merge with other pages, or to decommission.We collaborate closely with you and your leadership during this process to guarantee that we are progressing in a direction that everyone is at ease with.

Your website encompasses more than just a landing page, so you will have a number of pages dedicated to the specific programs Phoenix Seminary offers. These pages are more than just data regarding your programs, they are intended to be pages that do the initial work of persuading your guests to take the next step in their journey to becoming a student. Some examples of specific landing pages that we'll help design:

- Home page

- Degree programs

    - Doctor of Ministry (D.Min.)

    - Master of Theology (Th.M.)

    - Master of Divinity (M.Div.)

- Master of Arts in Ministry (M.A.M.)

- Master of Arts (Biblical and Theological Studies)

- Graduate Diploma in Biblical and Theological Studies

- Events

- Special Groups (Women of Momentum, Eunice Initiative, etc.)

- Financial Aid

- Faith Seeking Understanding

- Shepherd and Scholars Newsletter

- Blog

Additionally, we will help craft wireframes and template for all of the remaining subpages to ensure a seamless transfer from your current website to the new one.

We will work closely with you to ensure that we have the right information to share on the website. We'll complete the work of creating copy that is captivating and propels your guests towards developing a relationship with Phoenix Seminary.

Development

We take the wireframe and begin building your website from scratch. We'll utilize our teams unique talent and techniques to craft a custom website that is tailored to your individual needs. Rather than using a cookie-cutter template that looks like every other website, we create a website that is uniquely yours.

We understand that your school, students, and faculty are unique, so we work hard to create a website that reflects that distinctiveness. We strive to make sure that your website stands out from the rest, capturing the essence of your institutions mission and vision in a way that no other website can.

Review

Once the website is ready for you to provide feedback, we will begin the review process. You and your leadership will have access to the staging version of the website, where you can review and suggest changes and additions. We are committed to making sure that the website is tailored to meet your exact needs and expectations, so we will be sure to take the time to listen to your feedback. We will schedule a video meeting to discuss your feedback and make sure we understand your needs.

We strive to maximize everyone's time, so we aim to limit the review process to three rounds. During this review process, our team will work closely with you to ensure that all changes and additions are implemented correctly and in a timely manner. We understand the importance of a well-crafted website, and we are dedicated to delivering the highest quality product that meets your specified requirements.

Launch

Once we have completed the website and made all the requested edits, we will begin the process of launching and provide onboarding for any members of your team who will need access to the website for making edits and additions.

What Else is Included?

Onboarding

We'll help your team get acclimated to the new website and understand the basics for making changes and updates.to the website for making edits and additions.

Hosting

We'll provide you with a full year of hosting services. This can be renewed at an annual rate starting at $300 per year.

Support

In addition to onboarding your team, the base package includes 10 hours of support for updating and troubleshooting the website.

Pricing

Quarterly Payments

Option 1

$**4,750** / per

quarter

. Branding Assessment
. Branding Guide
. Website Design
. 10 Hours of Support[1]
. 1 Year of Hosting

Option 2

$**5,250** /per

quarter

. Branding Assessment
. Branding Guide
. Website Design
. 5 Hours of Support Per Month[2]
. 2 Years of Hosting

Option 3

$**6,250** / per

quarter

. Branding Assessment
. Branding Guide
. Website Design
. 10 Hours of Support Per Month[2]
. 3 Years of Hosting

[1]10 hours can be used over the course of 12 months or until they've run out.

[2]Credit of hours will be applied each month over the course of 12 months. Hours can roll over if not used.

*First payment is due upon signing contract. The remainder is due every three months.

Two Payments

Option 1
$**8,500** / x2

. Branding Asessment
. Branding Guide
. Website Design
. 10 Hours of Support[1]
. 1 Year of Hosting

Option 2
$**9,500** / x2

. Branding Assessment
. Branding Guide
. Website Design
. 5 Hours of Support Per Month[2]
. 2 Years of Hosting

Option 3
$**10,500** / x2

. Branding Assessment
. Branding Guide
. Website Design
. 10 Hours of Support Per Month[2]
. 3 Years of Hosting

[1]10 hours can be used over the course of 12 months or until they've run out.

[2]Credit of hours will be applied each month over the course of 12 months. Hours can roll over if not used.

*First payment is due upon signing contract. The remainder is due at the completion of the project.