REBUILD PROPOSAL
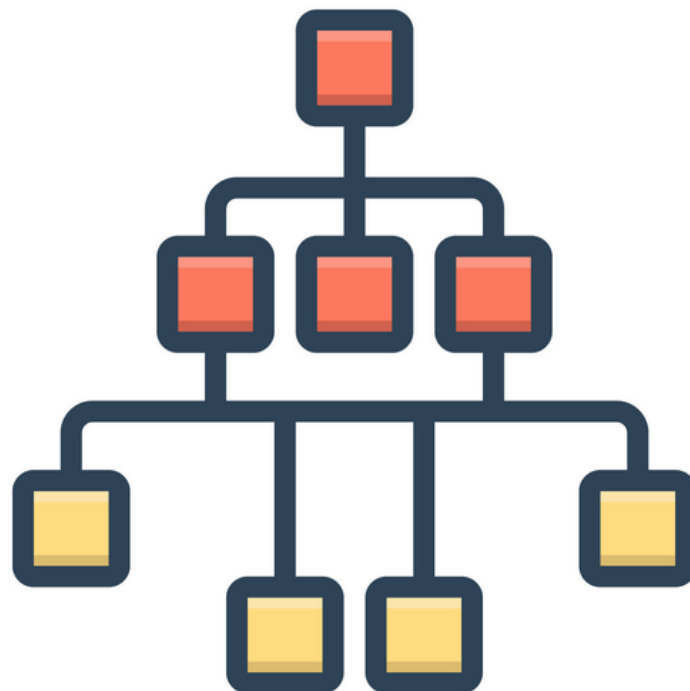## WEBSITE | SITEMAP AND PROCESS

BESSER MUSEUM

PREPARED FOR :
Christine Witulski
and Board of Trustees

BESSERMUSEUM.ORG
491 Johnson St.
Alpena, MI 49707

BEFORE WE BUILD

THE SITEMAP PROCESS

When planning to rebuild a website, sitemapping is the process of creating a visual representation of the website's structure and organization.

The following pages will break down the process of building a sitemap.

THE SITEMAP PROCESS

This process is crucial in figuring out the best user experience for a user and the cleanest form for the search engines to index your website.

I will run several tools against the existing site to generate a spreadsheet of existing pages and organize them into categories the best I can to create a rough draft to work off of.

Once we have this rough draft created, I can sit down with however many people need to be in the decision making process and start drawing out and mapping a new condensed and organized version.

At the time of creating this proposal, there is a total of
144 Pages
619 PDF Files

A full sitemap in spreadsheet form (excluding PDFs) will be sent to Christine for review via email.

THE SITEMAP PROCESS

Several sample URLs we will want to review

https://www.bessermuseum.org/board-of-trustees
https://www.bessermuseum.org/board-of-trustees-1
https://www.bessermuseum.org/copy-of-board-of-trustees
https://www.bessermuseum.org/bot-2022
https://www.bessermuseum.org/bot-2019
https://www.bessermuseum.org/bot-2021
https://www.bessermuseum.org/bot-2020
https://www.bessermuseum.org/copy-of-bot-2016
https://www.bessermuseum.org/copy-of-bot-2017
https://www.bessermuseum.org/copy-of-bot-2018

Several Shop Pages instead of using Product Categories:

https://www.bessermuseum.org/shop
https://www.bessermuseum.org/shop-1
https://www.bessermuseum.org/shop-2
https://www.bessermuseum.org/shop-3

Past Staff still in Sitemap?
https://www.bessermuseum.org/staff-john
Page is for Amanda Kucharek
https://www.bessermuseum.org/copy-of-biography-john-winckowski

THE SITEMAP PROCESS

Question that arise from the Sitemap so far:

Will we still be providing a private access area for the board of trustees?
https://www.bessermuseum.org/board-of-trustees

Shopping Cart Payment Processing:
I will need to understand further how the current system functions.
Who processes the credit card payments currently?

Will we be carrying over the 600+ linked PDF pages that make up board meeting archives going back to 2016 (see prior page)?

We may want to revisit how this is being done and if there is a better way to archive these and link to them on the website.

ONCE WE FINALIZE THE SITEMAP...

NOW WE BUILD!

THE BUILDING PROCESS

In the next few pages we will discuss the platform we build inside of and what you can expect in terms of support from myself.

THE BUILD PROCESS

Now that we have an outline of what we will be building, let's discuss how we will get things built out. Before we delve into the specific technology we'll be using, I'd like to address issues of ownership, licensing, and the like, as these matters often arise in contracts.

All assets will be registered and retained in the museum's possession. GoQuickly (my company) will never directly hold anything that belongs to the Besser Museum.

For example, your domain 'bessermuseum.org' is registered at GoDaddy. I won't ask you to give me the username and password to your account, but instead request that you invite my GoDaddy account to assist in managing your domain (GoDaddy Pro access).

This approach of attaching to accounts will also apply to several other areas of technology. It is more secure for you to keep your passwords separate when possible and to be able to manage the renewals of your own assets.

Furthermore, this method makes the process of off-boarding, should that day ever come, quite easy, as everything is in your account and I simply need to be detached.

THE BUILD PROCESS

The technology we will be using for the website:

- WordPress (Content Management System)
  - This is what you have with Wix, but a different flavor.
  - Provides Blogging and Ecommerce opportunities.
  - Editor access will be granted so you can make simple edits.

- WooCommerce (Shopping Cart)
  - This is installed inside WordPress to add products
  - Can be configured with many many payment gateways.

- Google Analytics
  - This will be setup so that we can see data and review how the website is performing.
  - Inside of WordPress I will install and license MonsterInsights to help with providing dashboard level traffic stats.

- WP Engine (Web Hosting)
  - This will be the best place for a website your size to be hosted and to be able to facilitate larger traffic. We can start small and seamlessly scale up when needed.
  - Has automated backups and some built-in security features.
  - Allows us to stage the demo site as well as larger site changes!

- CloudFlare.com
  - Domain name's DNS settings will be moved behind here.
    - Offers a CDN (content delivery network) to keep things cached and loading fast around the world.
    - Offers Domain level security features that GoDaddy lacks.

THE BUILD PROCESS

The actual building process will occur in phases and will largely involve a lot of back-and-forth communication between the staff and me. We will work on perfecting the navigation, layout, user experience, and best practices, among other things.

The great thing about WordPress and WP Engine is that I can provide your team with a demo link to the website while we're still building it. This will make the process of making changes and adjustments for both desktop and mobile a less difficult task.

Once we have a concise layout and a general idea of the page structure and navigation, we will begin the mass transfer of existing content and perform cleanup on each page to make sure it's presented better and accessible to everyone in the end.

After a considerable amount of time and testing, we will reach a stage where we need to make the online shopping cart system live for testing on the demo site and configure its functionality to payout in the same or a similar way as it currently does. This will require us sending a few demo orders through the system and monitoring them to make sure everything function the same.

POST LAUNCH SUPPORT

Once we go live, you will not be left hanging!

I will stick around to support future updates to pages, requests for new pages to be created, etc. My range of services isn't limited to just the website either. I will provide overview of services separately, but am always available to consult as to best options if it's not on the sheet.

For majority of updates I will have them complete in a 24-48 hours timeframe, but depending on complexity, this can vary.

All projects I am a part of require a minimum of 2 hours of contracted time be assigned to them. This is so I can perform plugin updates, hosting checkups, review analytics, run reports, etc.

I charge $100 per hour for contracted time.

All contracts with me include a non-compete agreement that prevents me from working with any other museums in the general Alpena area, so the only one getting my expertise is your organization.

Be aware that outages with service providers, should they arise, will be worked on and billed hourly above any contracted marketing time for the month. This is so you are not left without the minimum reporting and updates maintaining the website/CMS.

REFERENCES

Marie Fielder - (989) 657-3738
https://mariefielder.com/
Worked in assisting her campaign with website security and CloudFlare deployment to ensure it was safe from attacks and available during high traffic time during the election cycle.

Amanda Beck-Haney - (989) 362-5177
https://monumentfinancialservicesinc.com/
Current client of mine. Website is ADA focused and marketing package we have together is doing really well.

Steve Wahl - (602) 703-6905
https://moderngamer.com/
Have worked with Steve for many years. First met and GoDaddy and help him with the Technical SEO he does on his website

Bryan Wadsworth - (480) 215-1990
Long time friend and co-worker at GoDaddy. Can vouch for my experience in WordPress as well as overall Marketing knowledge.

Kendra McInerney - (998)464-6543
Part owner of Svedes.com & Art in the Loft Admin Assistant. Knows my experience in a range of different web services as well as my volunteer work.

If you would like more professional references of mine, don't hesitate to ask.