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Catholic Life *Every Day*

Web Development Proposal

Catholic Charities, Diocese of Venice, Inc.

Venice, FL

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Catholic Life Every Day

5/3/18

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New Website Development for Catholic Charities, Diocese of Venice, Inc.
www.catholiccharitiesdov.org

Project (Overview and Development)

Design and Layout . . . . **25 hrs**
- **Project Consultation (Included)**
  – Initial client consultation to outline, narrow down, and answer all specific items needed in order to complete the full website process.
- **New Website Design (25 hrs)**
  – Specific goals, concept development, and web design mock-up of static site showcasing primary pages for client approval.

Site Setup . . . . **Included**
- **Integration with Custom Diocesan Communication Components**
  - ❍ *"DPI Bulletins" (exclusively from Diocesan)*
  - ❍ *"myParish App" (mobile phone app exclusively from Diocesan)*
  - ❍ *"PDS Software" (parish management software)*
- **Website Analytics**
  - ✖ *Web Stats (default)*   ✖ *Google Analytics (custom integration)*
- **Site Administration**
  – Client access and site management
    › ✖ Set up of **Full Access** admin users
      · *For internal administration and client-side content management*
    › ❍ Creation of **Limited Access** admin users
      · *For permission-based content and/or departmental managers*
        – *N/A at this point; may be added later*

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Site Build and Development . . . . **80–85 hrs**

- **Site Build (55–60 hrs)**
  - Custom website built on the WordPress platform
    - › For improved site management, content administration, communication, and marketing functionality.
  - Responsive-ready development for full mobile support and viewing on all devices and operating systems.
  - Multilingual Support
    - › Integration and instant translation of preferred languages as relating to your organization.
    - › Additional languages may be added at any time.
  - Featured Items

› Staff Directory	› Image Gallery	› Contact Forms
› Map and Directions	› Partner Links	› Programs and Resources
› Multiple Events and Services	› News and information	› and more

  - Custom Development
    - › Members Only Area
      - · *Private access for internal documents and employee files*
    - › Event Registration and Ticketing
      - · *Creation and training on custom forms connecting with online payment option*
    - › Multiple Office and Service Locations
      - · *Dynamic, database-driven development with search options showcasing various office and location information such as maps and vital resources*
      - · *Similar to "Find a Parish" feature as seen on the website for Diocese of Venice*
      - · *Includes internal editing and management capabilities by Catholic Charities*
  - Integration with

› Online Giving	› Social Media
› Constant Contact	› Video

- **Content Development (25 hrs)**
  - Input and/or transfer of current website(s)
    - › Website source(s) include:
      - ☒ *Current*
        - – *http://catholiccharitiesdov.org*
      - ☒ *Other*
        - – *N/A*
  - Organization and layout of new content as supplied by client.

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Services (Required)

Website Hosting ($25 per month) . . . . **Billed annually at $300 per year**

- Hosting and support of website on Diocesan servers.
- All sites hosted include:
  – Daily backups and off-site weekly backups
  – 5GB online storage and 20GB monthly bandwidth
    (custom plans available upon request)
  – Site maintenance and updates
  – Free security suite of tools
    ($80 per year value)

Services (Optional)

Domain Name Registrar (Included). . . . . **No Charge**

- Domain name (website address) to be managed by:
  ○ *Client (no charge)*   ✖ *Diocesan (included with hosting)*
- Location of new website:
  ✖ **Current website address: http://catholiccharitiesdov.org**

Email (5 hrs; $350) . . . . **No Charge**

- Setup and creation of client email by Diocesan with G Suite (Google Apps) for non-profit organizations.
  – Includes: email account setup as Gmail (does NOT include inbox migration), full business suite of Google products, storage, full administration privileges, and more, with no monthly fee.
    ○ Yes   ✖ No
  – Email is administered through Gmail, but with your professional domain name (i.e. bsmith@yourdomain.org).
    › Email Accounts (Staff)
      ○ Yes   ✖ No
    › Email Accounts (for Calendar or Other)
      ○ Yes   ✖ No

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Rates for Web Design, Development and Support . . . . **Various**

⚵ **New Client ($70 per hr)**
  – Hourly rate for first-time website clients.

◯ **Current Client ($50 per hr)**
  – Discounted rate for new, additional web-related services outside the scope of original project.
  – Customer Service and Support
    › Due to the large number of client that we host, our support model is a pay service.
    › After launching, hosted clients will automatically receive our discounted service rate of $50 per hour.
    › Support calls less than one hour will be prorated.

Services (Included)

Staff Training . . . . **Free**
  • Your new website includes:
    – Training session for all web staff via remote computer access and phone consultation before the site goes live
      (a session averages around two to three hours).
  • For any further training, we will gladly apply our discounted rate of $50 per hour.

Technical Support . . . . **Free**
  • Free support and maintenance updates are covered under our hosting package for areas such as:
    – Forgotten passwords, new user creation, support related to site updates, and items outside of your control.
    – Our web department is always available for technical support questions.
  • **Diocesan Web**
    – Email: **webdepartment@diocesan.com**
    – Phone: **(877) 923-0777**

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Security (Included)

Diocesan takes online security seriously. Our server is continuously monitored and incorporates several different layers of protection on both the server and directly at the site level for all of our client websites.

- **Our security measures include:**
  – Locking out of unauthorized users.
    › Automatic blocking of IP addresses as reported on published blacklists.
    › Blocking user access outside of "normal" hours (i.e., midnight to 6 am).
  – Protection from "brute force attacks".
    › Username and IP based blocking after set number of failed attempts.
  – File change detection.
    › Automatic scanning of PHP files that are added or changed.
  – Filtering of suspicious strings or characters in the URL.
  – Detection and blocking of bots scanning the site for vulnerabilities.
  – Eliminating comment spam and junk form submissions
    › Unique path for accessing site (for avoiding malicious users and spam).
    › White label branding.
  – File protection.
    › Blocking system files from being edited and the disabling of directory browsing.
    › Unique permissions per site, including no access to core operating system or other user files.
  – Error Logging.
    › System is scanned hourly for issues and documented for review.
  – Custom admin login.

- **Our server is monitored 24/7 with priority support, including:**
  – Managed updates and patches.
  – Server hardening and ongoing security audits.
    › Routine scanning of server approximately every five minutes.
    › Isolating suspicious files.
  – Using a dedicated server that is only shared with other church websites hosted by us.
  – Only opening necessary ports to the public. All other ports are restricted to IP addresses on our whitelist.
  – Firewall packet filtering.
    › Blocking repeat failures for FTP, SMTP, POP, IMAP, and cPanel.
    › System exploit checking every five minutes.

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Backups and Archiving (Included)

- Your data is secure with us. Diocesan automatically performs the following:
  - Daily backups on the server.
  - Nightly backups to the cloud system of our hosting provider.
  - Weekly backups stored locally at our office.
  - Offsite backups covering five weeks worth of archives.

Website Analytics (Included)

Diocesan can setup and incorporate a two-fold system of site analytics for your site as applicable. This may include a comprehensive and customizable integration with Google Analytics along with any current analytic tools already installed or our new web stat tool for additional overview through the WordPress dashboard.

- **Web Stats**
  High level snapshot of your site traffic with a simplified analytics dashboard for assessing information quickly. This area will succinctly show the top analytic categories such as:
  - Visitor Views
  - Page Views
  - Total Views (today, weekly and monthly)
  - Percentage of views coming from a specific device (desktop, tablet or mobile)
  - Traffic Source
  - Top Browsers
  - Top Operating Systems
  - Top Posts
  - Top Links
  - Top Search Terms
  - A Geographical Map (world map of where visitors are coming from)

- **Google Analytics**
  With Google Analytics you will have options to view and define:
  - Demographics and Audience Profile
    › Behavior
    › Pageviews (total)
    › Pageviews (unique)
    › Average Time on Page/Site
    › Bounce Rate
    › % Exit
    › Behavior Flow
      · *This shows which page most people land on, where they go to next, and where they keep going until they finally leave.*
  - Customizable Reports
    › View information for your reports by using an easy "drag 'n drop" interface.
  - Internal Site Searches
    › This tracks what people on your site are searching for, thereby allowing you to make any necessary changes or additions.
    › Preferred Pages
    › Find out which pages are visited more often and how long people stay on them.

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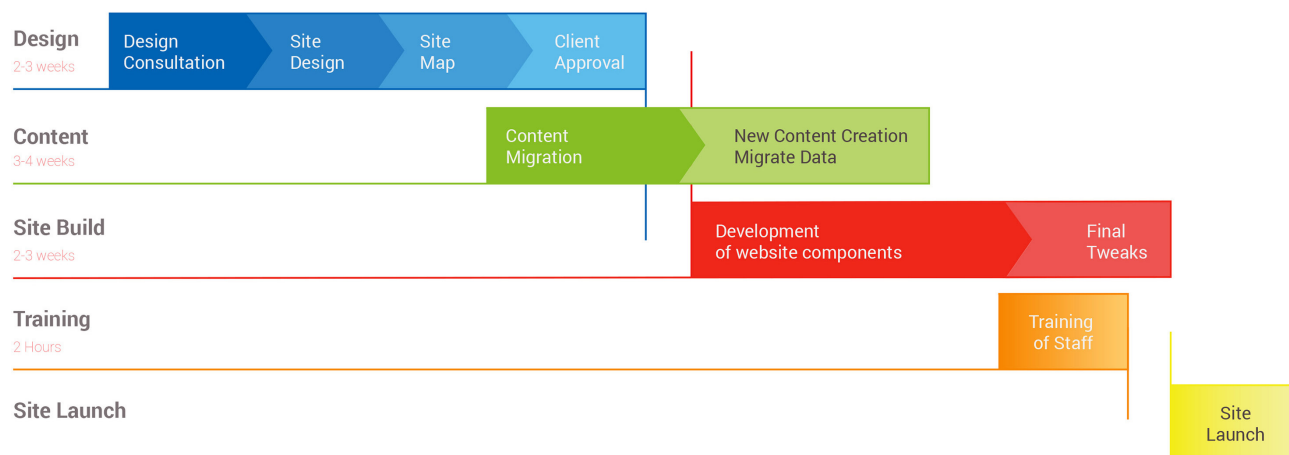**www.catholiccharitiesdov.org**

Google Analytics (Continued)

› Traffic Origins

· *Find out where your visitors are coming from to best gear your content and information specifically.*

› Event Tracking

· *Another valuable feature, this provides information such as: how many people download specific files or forms, and which sign-ups catch the most e-mails. Videos may also be tracked and will show whether they are being watched all the way, are paused, or even stopped.*

› Real-Time Traffic

· *See who is on your website right now. See where they live, how they found your site and what they are doing at this moment.*

› Flow Charts

· *These will allow you to directly follow the path your visitors took through your site. You will see where they went, how much time they spent on each page and where they stopped to read what content.*

Website Gallery

• Form and function come together with practical solutions and visually-rich design. Our web designers and developers work hand-in-hand with you to achieve dynamic results.

• Please take a look at some of our recent work here: **www.diocesan.com/gallery**

Project Overview

Phase				
Design 2-3 weeks	Design Consultation	Site Design	Site Map	Client Approval
Content 3-4 weeks			Content Migration	New Content Creation Migrate Data
Site Build 2-3 weeks			Development of website components	Final Tweaks
Training 2 Hours				Training of Staff
Site Launch				Site Launch

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— Total Estimate —

New Website Design and Development (105–110 hrs) $7350–7700

Total Due (one-time cost) **$7350–7700**
Domain Name . . . . + $0 per year
Hosting ($25 per month) . . . . + $300 per year

— Project Agreement —

I hereby authorize **Diocesan** (Diocesan Publications) to begin work on the above proposed project for the **Client** (Catholic Charities, Diocese of Venice, Inc. in Venice, FL). I understand that this proposal represents the estimated time to perform the items listed and **any changes to the scope of the project may change the projected cost**. Hosting of the new website (including all databases) are to be transferred to Diocesan and billed on an annual basis. The content of the new website is the property of the Client. Hosting begins upon launch (when the site goes live) and auto-renews every 12 months afterwards, at the contract rate, unless Diocesan or the Client notifies the other party in writing prior to the renewal date. Responsibility and billing of the Website Domain (Domain Name Registrar) and associated Email Accounts are stated below. If the Client halts development prior to completion and/or billing of the web-related services, work completed to the point of cancellation will be invoiced at the hourly rate and estimate agreed to above.

Please sign and return to Diocesan, attn: **Kevin Ferguson.**

- Email: **webdepartment@diocesan.com**
- Fax: **(616) 878-4835**
- Office: **(877) 923-0777**

Authorized Signature

_____

Title _____   Date _____

Management and Responsibility

Domain Name	○ Client	⊗ Diocesan
Email (Staff)	⊗ Client	○ Diocesan
Email (Other)	⊗ Client	○ Diocesan