

START HERE

WEBSITE REDESIGN RFP

ETV NEWS

(435) 636-3941

SDRAPER@EMERYTEL.COM

LETTER OF INTRODUCTION

To Whom it May Concern,

Thank you for taking time to review our proposal. We thoroughly understand the need to update Carbon County's existing websites to a modern web experience and would love the opportunity to help make your goals a reality.

ETV News has partnered with Inlight Media for our web system needs since 2009. Inlight Media has designed, developed and currently maintains our system of websites and web application needs. ETV News and Inlight Media have a close working relationship and we are in a unique position to be an excellent fit to realize your project. In our proposal, ETV News will oversee the project management while Inlight Media provide the creative and technical implementation of the website requirements.

The website requirements are well within our areas of expertise – Inlight Media has been designing, developing, and maintaining award-winning websites on a variety of platforms and for clients throughout many different industries for the past 20 years. We are early adopters of web technologies that improve user experiences and assist in the efficient publishing and management of content. A thorough explanation of these techniques and technologies is outlined in the Creative Summary and Technical Approach sections of this proposal.

Thank you for your time and consideration.

Scottie Draper
Manager, ETV News

Jansen Gunderson
Principal, Inlight Media, LLC

COMPANY PROFILE - ETV NEWS

ETV News has been offering marketing solutions in Southeast Utah for over a decade. Our team is based in Price, Utah and consists of multi-media professionals with decades of experience combined. ETV News team members work with private business, non-profit organizations and government agencies on marketing solutions focused on consumer engagement through multi-media strategies.

A comprehensive team will oversee the development and implementation of your project with clear communication and simplicity. Our photographers and videographers are local team members that can capture necessary media as needed to bring the website to life.



SCOTTIE DRAPER – Project Manager

- 8 Years in the Newspaper/Television/Marketing Industry
- Editor, Management, Photography, Anchor, Editorial, Filming
- Adobe Suite Proficient

JAMIE SWANK – Project Manager Assistant

- 9 Years Graphic Design Experience
- Social Media Administrator
- Adobe Suite Proficient
- Prior Job Experience at Printing Company
- Winner of Various Statewide Awards by the Utah Press Association
(Best Use of Ad Color, Best Lifestyle Page, Best Advertising Idea, Best Website)
- Winner of National Awards by the National Newspaper Association
(Social Media Journalism)

JEFF BARRETT – Media Acquisition

- 30+ Years Photography Experience
- Contracted Photographer for USU Eastern & ETV News
- Small-Business Owner *(Photography, Prints)*
- Adobe Suite Proficient

ETV NEWS

625 East 100 North Price, UT
435-636-3941

COMPANY PROFILE - INLIGHT MEDIA, LLC

Inlight Media, LLC was founded in Salt Lake City, Utah in 2001. We are a digital media studio that specializes in unique and effective web experiences and custom web application programming. Inlight Media works with clients throughout a broad range of industries from small, non-profit organizations and neuroscience startups to the corporate world of healthcare and telecommunications. This broad range of industries has allowed us to become communication specialists in many of our clients' fields in order to design and develop compelling web experiences for users.

Inlight Media is now based at the western slope of the Teton Mountains in Victor, Idaho. We have numerous clients throughout the Intermountain West and on the East Coast. Our team is primarily based in Teton region and routinely travels to meet with clients in person. We occasionally utilize a set of talented outside contractors if the project warrants.



JANSEN GUNDERSON – Principal/Lead Developer

Jansen holds a Bachelor of Science degree in visual communication from Southern Utah University in Cedar City, Utah (2000). Jansen is the founder and Principal of the company. Jansen has always been interested in computers and began his career as a graphic designer at the Southern Utah University's student newspaper. Shortly after earning his degree, he worked as an art director for a printing company in Salt Lake City and then as a web designer in Jackson, Wyoming.

LANE VALIANTE – Web Designer

Lane holds a Bachelor of Science degree, majoring in both Fine Arts and Psychobiology from Centre College in Danville, Kentucky (2005). Lane has a passion for web design and simplifying the user experience. She has over 15 years of experience in fine arts, graphic design, strategic communications, and marketing for clients in healthcare, local governments, non-profit organizations and outdoor recreation. She employs UI/UX (user interface/user experience) best practices to design intuitive, accessible and visually appealing websites.

INLIGHT MEDIA, LLC

P.O. Box 1104 Victor, Idaho 83455
307-699-1535

CREATIVE SUMMARY

A rapidly-changing communication landscape has highlighted the need for local governments and community organizations to update their websites for meaningful and efficient interactions with residents and tourists alike. In the current pandemic, municipalities felt an immediate need to deliver digital access to meetings, forms, payments and important information. Fortunately, new digital technology supports a whole host of needs and has recently made great strides in improving how all people, no matter their abilities, can interact with a site. Additionally, short attention spans for most website visitors now demand intuitive, visually appealing, interactive, mobile-friendly sites to meet their expectations.

All aspects of the Project Overview and Scope of Work are achievable using our design model and best practices to create a simple user experience. Carbon County administration and tourism have captivating images, a strong logo, and great creative assets to bring to this project. We propose a photo rich design with icons and Call-to-Actions (CTAs) to drive the main functions of the site. With clean, easily navigable page design, website users should easily identify a path to meet their goals. Taking into account current integrations, our design would flow with the SecureInstantPayments portal, contact forms, email, and other integrations. Branding is essential, and a well-balanced and limited palette of fonts, colors, styles, buttons, and page templates will not only improve the user's experience and recognition of the brand, but will also ensure that the website retains consistency and cohesiveness over time.

Our philosophy is to strategically plan a sitemap (the navigation map of pages and content flow of a site) with as few pages as possible to meet the goals of a client. This does two things: 1. Fewer pages means the user can find what they are looking for more easily and 2. Fewer pages ensures that updating content or features requires less maintenance time and expense. As imperative as it is to get users to the correct page, it is also important to show obvious navigation to back out of pages and return to the main page hierarchy. We put much time and effort into designing a site that will engage your audience and also respect your staff's time required to update and add to the site. Our customized CMS options ensure that staff can easily add and format content seamlessly. Plus, if new goals arise, our platform allows new features to be easily integrated.

As new APIs are available, our designs can accommodate new technologies. Standard considerations in our designs are language translation, accessibility, mobile response of every element, and designing to meet all system/browser requirements, such as "Dark Mode," which is a newer feature that allows users to opt into a dark theme or inverse of white and dark in their browser. We use integrations like Google Translate, Userway (seen on Symphonyforseniors.com to ensure that all users have accessibility), graphics that are properly designed to work with or without dark mode, and features that are designed to function properly with visual integrity on mobile and tablet platforms.

Good web design is forward thinking and sets a client up with a site that looks great but also works with the most advanced technology available to ensure that the site will remain viable for as long as possible. We are not in opposition to Wordpress, but do offer and encourage a newer combination of digital technology that will ensure Carbon County can grow with the times with a captivating and highly functional website.

TECHNICAL APPROACH

We view your project as an ideal opportunity to implement cutting edge web technologies to elevate the user experience and position Carbon County's head and shoulders above the other cookie-cutter municipal and tourism websites so common today.

WordPress currently powers approximately 37% of websites. While the WordPress platform has allowed for many organizations to achieve professional-looking and effective web presences, it has numerous disadvantages when it comes to operating a website. As a result, unless a client has a specific need for WordPress, we suggest publishing on the non-proprietary JAMstack.

The JAMstack is a generic term for Javascript, APIs, and Markup. Using these technologies, we decouple the CMS from the website frontend. The CMS is contained in a "headless" CMS environment and we render the frontend of the site with static HTML. The principle advantages to this architecture over WordPress are:

SPEED

JAMstack sites load quickly. We implement routing libraries that make internal links appear instantaneously. It is an incredibly satisfying user experience and a very desirable one at a time when speed is so prized by search engines. JAMstack sites are so fast because of the way pages are built and deployed. Pages aren't generated via requests to a server (like WordPress), but are pre-built and served over a CDN. Traditional server-built sites can utilize CDNs too, but to store cached static content, like images and stylesheets. It's much faster when the entire site can be served via CDN.

COST

Hosting static files is cheap and is often free for smaller sites. Scaling is much easier as well. With a traditional site, spikes in traffic can be problematic because they can slow down the server or even cause it to crash. With a CDN, it's easy to scale up to meet user demand. We deploy the site to Netlify or Amazon Web Services Amplify. These services provide global Content Delivery Networks and industry-leading speed and stability. Due to the generous free tiers, hosting costs for many of our clients with even moderately highly traffic can be FREE or very affordable.

SECURITY

JAMstack sites are far less prone to attacks. You don't have to worry about server or database vulnerabilities. WordPress sites require frequent updates to stay ahead of security vulnerabilities. Without attention to this, a site is open to malicious attacks.

We've been developing sites for WordPress for the past 14 years, so we know that there can be some advantages to using WordPress. WordPress makes it easy for non-technical users and organizations to quickly and cheaply begin publishing on the web. Especially today, with semi-managed hosting services such as WPEngine, WordPress website operators are no longer required to manage their web servers and databases. They are, however, still required to manage core updates, site security, and plugin conflicts.

During the past three years, we've found the following solutions to yield a far superior solution than that of WordPress. We develop the site with Gatsby.js (a React-based static site generator) as well as Contentful, Prismic, Netlify or similar providing content managers and the familiar WYSIWYG tools for publishing content to the site. Since we create the content model for each component of the site, content managers never have to worry about breaking layouts and all of your content is presented in a consistent manner.

This is proven technology and the future of the web. We have built numerous client sites with this architecture and it continues to gain popularity in the web development industry. We encourage you to view the first three sites listed in the Past Experience section to see for yourself how much faster and responsive these sites are than the typical WordPress site.

PROCESS OVERVIEW & IMPLEMENTATION PLAN

For this project, we foresee utilizing our proven seven-step methodology for delivering superior web solutions. This process includes the following deliverables for the design and development of a high-end and cutting-edge web application featuring all required specifications:

PRELIMINARY RESEARCH & DISCOVERY PHASE:

1. Gather all the final specifications of the project
2. In-depth research of the field, market pool, and target populations
3. Establishing the strategy to best accomplish your goals within budget and timeframe
4. Fine tuning the technological route for the design and development of the website
5. Determining the full and final in-depth scope of the project

- **Research and Discovery:** 20 hours

- **Team Lead:** *Scottie Draper*

STRATEGIC PLANNING

1. Conception of the main goals of the website and user pathways
2. Conception of the website's flow
3. Mapping the different areas of the site, their features, the technologies that will be implemented, etc.
4. Optimization of the navigation according to the application's goals
5. Training staff on content management

- **Strategic Planning & Project Management:** 20 hours

- **Business & Web Consulting:** 5 hours

- **Team Lead:** *Scottie Draper*

WEB & GRAPHIC DESIGN WORK

1. Conception and creating of the graphic theme of the website and of the web application
2. Actual design of the website and of the web application based on the layouts and structures
3. Conception and creation of all the graphic elements of the website, styles, behaviors, etc.

- **Graphic Design:** 60 hours

- **Team Lead:** *Lane Valiante*

FRONTEND PROGRAMMING

1. User-facing coding (HTML, React, Javascript) from the design specifications with a mobile-first design philosophy.
2. Transfer of any existing content to the new website
3. Implementation of contact forms
4. Integration with email marketing platform (if applicable)
5. Advanced programming and integration of latest front-end web technologies for enhanced user experience and usability, e.g. Google Maps integrations

- **Front-end programming:** 70 hours

- **Advanced programming:** 10 hours

- **Team lead:** *Jansen Gunderson*

PROCESS OVERVIEW & IMPLEMENTATION PLAN

BACKEND PROGRAMMING AND CONTENT MANAGEMENT INTEGRATION

1. Configuration of the site content model
2. Backend programming work to implement Content Management System into front end of website
3. Configuration of Continuous Integration/Continuous Development system
4. Configuration of serverless hosting environment, CDN, and DNS

- **Backend programming:** 20 hours

- **Team lead:** Jansen Gunderson

SEO, STATISTICS & REPORTING

1. Ensure proper SEO techniques are employed throughout the website
2. Configuration and integration of Google Analytics to full track the traffic on the site and generate detailed reports and statistics

- **Basic search engine optimization configuration:** 5 hours

- **Team lead:** Jansen Gunderson

QUALITY ASSURANCE AND LAUNCH

1. Extensive testing to ensure the application is bug-free and full compatible
2. Fine tuning the final details of the application design and features
3. Assure WC3 standards and accessibility guidelines
4. Configuration of Google Analytics
5. Configuration of DNS
6. Migration to production server and launch!

Quality Assurance: 10 hours

- **Team lead:** Jansen Gunderson/ETV News

YOUR RESPONSIBILITIES

For the solution we have prepared for your project, we have assumed that:

1. You will provide one main point of contact through which all feedback and communication will flow
2. Your team will be responsive and cooperative throughout the project
3. You will provide branding material, guidelines, and media to be used throughout the website

APPROACH TO QUALITY ASSURANCE

CODE TESTING

React components are routinely tested prior to all code commits. Transactional functions (forms, payments - if applicable) are thoroughly tested with test API keys prior to committing code. Internal site links and navigation are thoroughly tested to ensure all routing is correct.

SITE SPEED

Each section of the site is evaluated with Google Lighthouse. Lighthouse uses the PageSpeed Insights API to generate a Lighthouse report that scores a site based on performance, accessibility, best practices, and SEO.

ACCESSIBILITY

Along with the Lighthouse report, we also use the Wave tool to evaluate web accessibility to adhere to W3C Accessibility Standards and make adjustments to be sure that the site is accessible. We often recommend the UserWay accessibility widget be installed on the site to provide even an even better experience for all users.

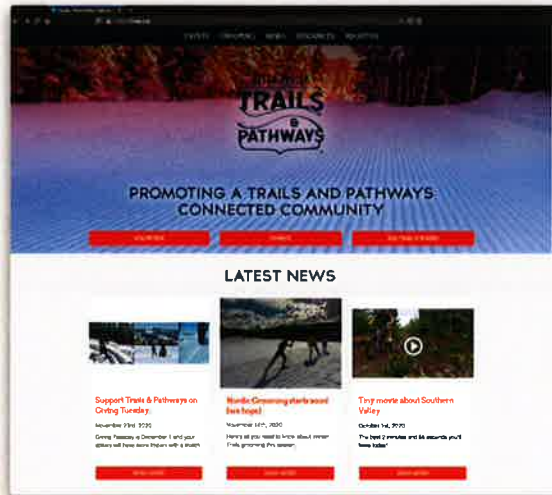
USER TESTING

Comprehensive UI/UX testing is completed throughout each stage of the design and development process to ensure that each component of the site offers the best user experience possible and that the components all behave in a consistent manner.

PLATFORM TESTING

We will test the site in the most common browsers (Safari, Chrome, Firefox, Edge, etc.) on both mobile and desktop platforms. Graceful degradation will be provided to older and outdated technologies.

PAST EXPERIENCE



VTAP.ORG

The new Teton Valley Trails & Pathways website is built with Gatsby.js, a React-based Javascript framework for building fast and efficient static HTML websites. It is a completely custom-built implementation that serves up extremely fast pre-rendered pages, utilizing Contentful as the headless content management system. Non-technical staff easily add media, news and event posts and edit site content. We also built a separate web app for TVTAP's ski trail grooming team to use to update trail conditions with their smartphones. The website publishes the updates in real time and the updates are compiled automatically in a Google Sheet for management. Other site features include a Mailchimp signup form, Little Green Light SRM integration, donation processing and trail sticker purchasing via Stripe.

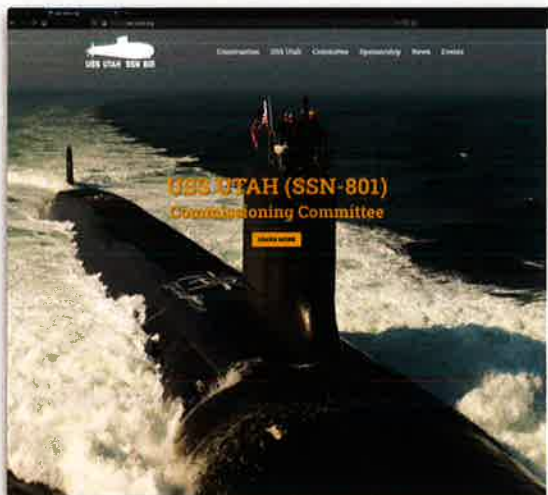
SYMPHONYFORSENIORS.COM

Symphony For Seniors asked us to fix their new WordPress site which, due to the overuse of plugins and Javascript libraries for its functionality, had become buggy and slow. We instead agreed upon building a new, lightweight Gatsby.js-driven site that loads pages instantaneously and does not rely on regular maintenance to keep the site secure and bug-free. Symphony also uses Contentful for its CMS. Symphony also includes the UserWay Accessibility Widget to assist in usability for users with disabilities.



USS-UTAH.ORG

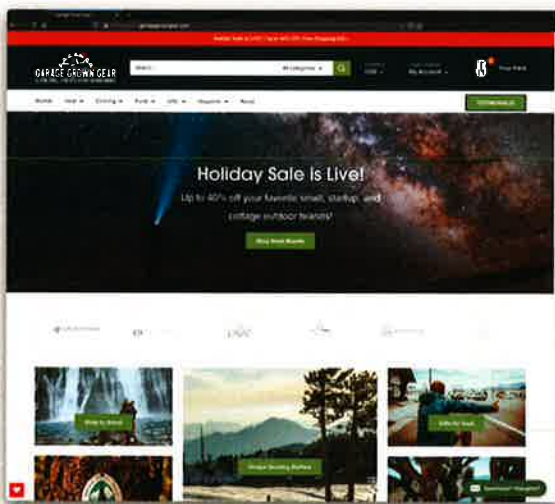
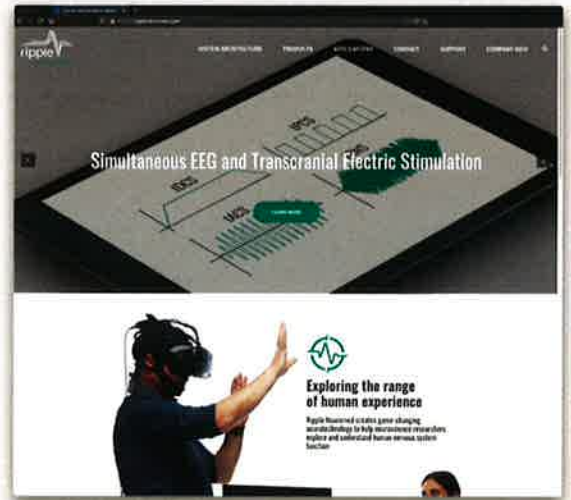
USS Utah Commissioning Committee's website is built on Gatsby.js and also uses Contentful as its CMS. Admins are easily able to add and update content with Contentful. It includes Mailchimp integration and donations powered by Stripe.



PAST EXPERIENCE

RIPPLENEUROMED.COM

Ripple creates neural interface and medical devices for research and to serve various patient populations. Rippleneuromed.com is one of three WordPress sites we developed to showcase their products and technologies. Ripple's marketing staff manages content while Inlight Media hosts and performs custom coding and interface design.

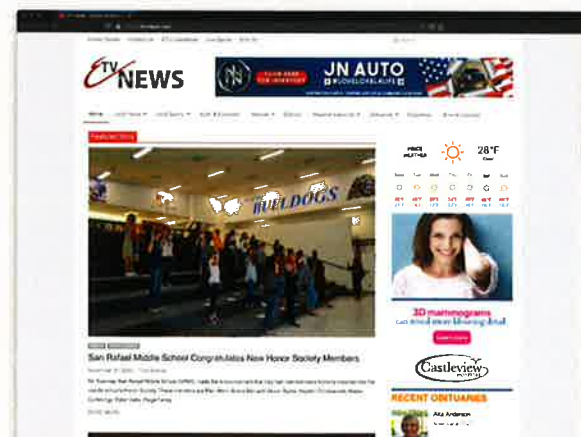
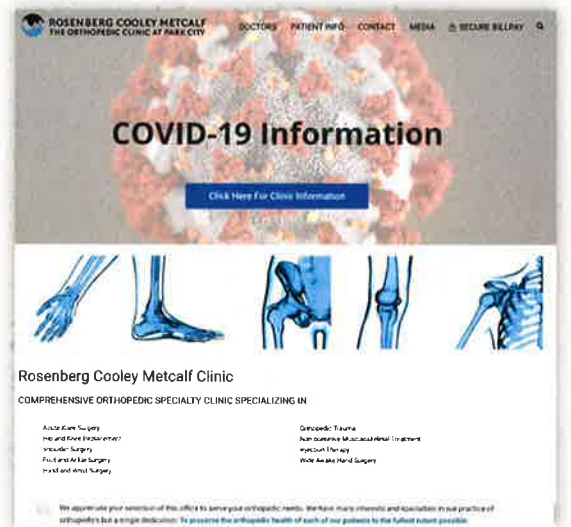


GARAGEGROWNGEAR.COM

Garage Grown Gear is an online retailer devoted to supporting small, startup, and cottage outdoor gear brands with a primary focus on ultralight backpacking gear. We designed and developed their custom Shopify site and provide continuous design and development support, building new features and integrations.

RCMCLINIC.COM

Rcmclinic.com is a 200+ page WordPress site that includes patient surgical and rehab protocols for their team of world-renowned orthopedic surgeons. It also features a custom built secure bill payment system using Authorize.net for credit card processing. We recently added a new suite of custom built React-based forms to the site that feature custom layouts designed for each surgical team. Inlight Media designed, developed, hosts, and manages all content and technical aspects of the site.



ETVNEWS.COM

Etvnews.com is the online news website owned and operated by Emery Telcom. The website is fully mobile-responsive and runs on WordPress. It hosts a wide variety of features, including user-managed classified ads, live video streams and a recorded games archive, live webcams, and local weather. The website content is managed by a team at ETV News while Inlight Media manages all technical aspects of the site, including software updates, security, user management, interface changes and feature updates.

REFERENCES



DAN VERBETEN

Teton Valley Trails & Pathways

dan@tvtap.org

208-351-0413

ANGIE GEORGE

Rosenberg Cooley Metcalf Clinic

ageorge@rcmclinic.com

435-655-6607

ANDREW WILDER

Ripple Neuro

andrew@rppl.com

801-413-1039

PRICING

HOSTING & MAINTENANCE COSTS

We have quite a few options for hosting and maintenance, depending on your needs and capabilities. For Wordpress hosting, we recommend WPEngine's semi-managed hosting. For a JAMstack website, we prefer Netlify with Netlify CMS. Costs for each service are outlined below. Maintenance costs for WordPress sites are going to be higher due to ongoing core and plugin updates, mitigating plugin conflicts, and managing site security. With a JAMstack site, these items are not an issue and we can consider maintenance to be adding new site features and/or creating new sections. We offer affordable hosting/maintenance packages that offer a discount for each few hours of work per month. Work performed above each month's allotted hours is billed at \$75/hour.

WPEngine

\$1,150/year

20 GB local storage

200 GB bandwidth/month

Netlify

\$228/year

visits

1 TB local storage

400 GB bandwidth/month

OUR FEES

We offer a competitive hourly rate and work with a precise reporting system. Throughout the project, you will have full control how much you want to hold back or push the creativity, functionality, technology, etc. Below is a chart of hours included in this proposal solution:

Research & Discovery: 20 hours

Strategic Planning: 25 hours

Graphic Design: 60 hours

Frontend Programming: 80 hours

Backend Programming: 20 hours

SEO, Statistics, & Reporting: 5 hours

Quality Assurance: 10 hours

Total Investment: \$19,725

