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# John Kurtz Homes Website Proposal

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## **SNAPSHOT**

John Kurtz (hereinafter JKH) is a real estate agent operating in the Charlotte, NC area. With advancing technology and the rise of social media, JKH needs to re-design his website to align with the goals of the business and the target audience.

JKH needs a website that functions as a powerful marketing and communications tool to attract new clients (home buyers & sellers), position himself as a thought leader in the industry and provide credibility.

JKH has approached Kantsios Consulting, Inc. to design and develop a new website.

## **BUSINESS NEEDS**

Specifically, the new website needs to fulfill the following business needs:

1. Be re-designed to help improve user experience & overall functionality/usability
2. Provide a home search & informational platform for potential home buyers
3. Capture leads through the home search functionality or other marketing tactics
4. Utilize a mobile responsive platform for better usability on mobile devices (on average, over 50% of website traffic comes from a mobile device)

Also required is a content management system that will allow JKH to easily manage content on the site and reduce administration costs. John has informed us that he would want us to maintain the website with one of our [website care packages](#).

## **TARGET AUDIENCE NEEDS**

The target audience for the JKH website is defined as people in search of a home in and around the Charlotte, NC area. John focuses on specific neighborhoods in the Charlotte area and also helps assist people who are relocating to Charlotte. The new website needs to assist the target audience do the following:

1. View homes for sale

2. View homes for sale in specific areas and neighborhoods in Charlotte
3. Provide information for potential home buyers (for example first time home buyers, people relocating to Charlotte, etc.)
4. Provide mortgage information and rates for home buyers
5. Provide additional resources for people looking to buy a home in and around the Charlotte area

Ultimately, the JKH website should be a useful resource for existing clients, and potential new clients.

## **SOLUTION**

We recommend the development of a completely new website, built from the ground up, with a custom design to convey the value that JKH adds to its members.

The new website will be designed to:

- Provide easy search functionality for people in search of a home in the Charlotte area
- Provide useful resources and information for people looking to purchase a home
- Increase the personal brand recognition for John Kurtz
- Make John & his website a “go-to” resource for people in search of useful information (ie. People relocating to Charlotte and looking for “Best areas to live in Charlotte, NC”)
- Educate clients & potential clients
- Capture leads through the website using the IDX integration and also advanced marketing tactics
- Increase the traffic on the website by increasing the visibility through SEO

Additionally, the following "behind the scenes" features will be built-in to the website:

- regular pings to Google, Yahoo and Bing
- Google analytics performance reporting
- high speed page loading
- anti-spam features on contact forms
- video tutorials and a user manual for the content management system

Web hosting services are provided on a monthly or annual basis by our preferred hosting partner or by JKH's existing hosting company.

## **Further Considerations**

Once the website has been launched, it is important to keep the website up to date for security and usability purposes. There are several items that must be taken care of on a daily/weekly basis. We offer client care packages to help alleviate these tasks from the businesses that we work with.

We view ourselves as an extension of our client's businesses; by offering amazing support and proactive solutions. More information can be found here - <https://www.grantkantsios.com/wordpress-maintenance>.

In addition, SEO and other internet marketing opportunities can be discussed once the website project is completed. This requires a roadmapping session in order to gather necessary information and to help us put together a solid plan of action.

## **PROJECT TIMELINE**

We offer the following timeline for the redesign of the JKH website:

### **Discovery**

**1 Week**

Development of a sitemap and interactive prototype so that all functionality can be tested and approved in the browser.

### **Design**

**2 Weeks**

Design of website user experience and user interface to allow the target audience to easily navigate and use the website to achieve their needs.

### **Development**

**3 Weeks**

Development of working website on the WordPress content management system.

### **Testing**

**1 Week**

Final testing and debugging on development server before launching.

**\*Please note that some of these items will overlap so the timeline is not exact**

## **INVESTMENT**

### **Project Essentials**

**\$5,000**

The following elements are considered essential to the project:

- Develop responsive breakpoints for tablet and mobile experience
- Development of information architecture into sitemap
- Development of interactive prototype to finalize functionality and any third-party integrations
- Design user experience and user interface
- Develop working HTML/CSS website to best practice web standards
- Integrate website into WordPress content management system
- Integrate Search Engine Optimization best practices to increase visibility in popular search engines such as Google and Bing
- Test and debug beta version of website before launch
- Launch live website
- Integrate a daily and weekly backup schedule to protect the website
- Integrate Google analytics software
- Training and comprehensive video tutorials included

### **Custom IDX Integration (Essential)**

**\$2,500**

The following elements will be included (and are considered essential):

- Create custom search functionality for neighborhood searches for the header of the website (For example, the ability to search for specific neighborhoods like Dilworth, Myers Park, etc.)
- Customized look of the IDX integration offered by Diverse Solutions
- Customize the usability and overall user experience of the IDX integration for a more seamless look & feel

**Project Options****\$2,000**

The following options are recommended to enhance the performance of the website and help JKH achieve the strategic objectives outlined in this proposal:

- Develop a highly-targeted lead capture strategy to convert website visitors into leads
- Develop a well-structured blogging platform to allow JKH to post though leading articles in order to attract the targeted visitors to the website
- Integrate social media sharing facilities to allow web visitors to share articles with their friends and colleagues on platforms such as Facebook, Twitter and LinkedIn

**Project Total****\$9,500**

The above pricing is effective for 30 days.

## **FREQUENTLY ASKED QUESTIONS**

### **What is information architecture?**

Information architecture is the relationship of how all the different pages of a website are related to each other. This is communicated visually through a sitemap.

Here is an example of a sitemap: <http://sitemaps.thewpdevshop.com/proctormajor/>

### **What is an interactive prototype?**

An interactive prototype is a black and white version of your website that is designed to prove the functionality and features as they will work in the browser. No design elements are applied at this stage as the prototype is just built to allow all parties to make final decisions on the functionality.

Here is an example of a prototype: <http://prototypes.thewpdevshop.com/proctormajor/>

### **Why do you use WordPress?**

WordPress is open source content management software and currently powers around 25% of all websites on the Internet. The project is contributed to by tens of thousands of developers all over the world and is growing from strength to strength. WordPress allows us to develop flexible and customizable websites to modern standards and observes web development best practices. Furthermore, the community of web developers that use WordPress reaches far and wide and allows us to tap in to this collective intelligence and bring that wealth of experience to your project.

### **Where is the website hosted?**

Your website needs to be hosted by a hosting company that specializes in WordPress hosting. There are many companies that do this. WP Engine, Siteground, Pagely and Pantheon are just a few who specialize in this area. We are more than happy to make a personal recommendation should you require one.

### **Who do I call if something goes wrong with the website or I can't figure something out?**

Provided you subscribe to one of our ongoing website care plans, we will be your first point of call should something go wrong with your website. We will determine whether it



is something the hosting company needs to fix something that is covered by your website care plan. We will provide training and video tutorials to assist you in using your website once it is launched.

### **What happens after the website is launched?**

Once your website is launched, we will provide 30 days of support to make sure any bugs have been ironed out and that you are confident using your new website. After this you will need to subscribe to one of our ongoing website care plans to make sure your website is looked after and maintained. These website care plans include updating your software, regular backups, security checks and making sure your website is online and open for business 24/7/365. More information on our website care plans is available upon request.

### **How long will it take to appear at the top of Google?**

The time it takes for your website to appear on page 1 of Google depends on a number of factors. It depends on the search phrase people are using to find your website and the number of other websites that are also available for those search phrases. Nobody can truly say how long it will take for your website to appear at the top of search engine results pages (including people who actually work for Google), however there are a number of factors that can improve your chances. Building your website on WordPress is a good start as WordPress has some great Search Engine Optimization fundamentals built-in. Creating unique and interesting content on a regular basis for your website is also critical to increase your visibility amongst search engines. Launching your website and then forgetting about it is a surefire way to get lost amongst the noise.

We are happy to talk to more about your search engine strategy if we haven't already.

### **How will I know if anyone is visiting my website?**

We will install Google analytics software on your new website and show you how to log into your Google analytics account where you can see a wide range of statistics about your website including number of visits, page views than the amount of time people are spending on your website.

Once you subscribe to one of our website care plans you will also receive more detailed analysis about your website performance and recommendations on how to improve.

**What happens if I want to add some features to the website while you're building it?**

While we like to be flexible and responsive to your needs, we also like to deliver what we promise within the timeframes and budgets we have allowed. If you ask us to add new features to your website while we are building it, we will most likely ask why? If we all agree that your new request will help us achieve our objectives, then we will be more than happy to oblige. If your new feature is something you would like to add to your website but is not directly tied to your original objectives, then we will suggest to schedule it for a second iteration of the website once it has been launched. This will require a new proposal.



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## **NEXT STEPS**

To proceed with this project, the following is required:

1. Accept the proposal as is by notifying Katsios Consulting, Inc. of approval.
2. Submit initial payment of 50% of total project fee.

Once these steps have been completed we will begin the project with an introduction of all relevant people and begin the discovery process.