



Website Re-Design

PROPOSAL

PREPARED FOR
Anna Colby

Public Policy Associates
119 Pere Marquette
Lansing, MI 48912-1231
Tel: 517-485-4477
Fax: 485-4488
acolby@publicpolicy.com

PREPARED BY

James Bregenzer
Cleanscoped
901 Woodland St
Nashville, TN 37206
+1 (615) 722-4545
xyz@gmail.com

2022
Friday, December 09

WEBSITE RE-DESIGN PROPOSAL

COVER LETTER

December 09, 2022

Attn: Anna Colby
Public Policy Associates
119 Pere Marquette Lansing, MI 48912-1231
acolby@publicpolicy.com

Dear AnnaColby,

CleanCoded is an Information Technology (IT) company specialized in web development, web hosting, software development, mobile solution, graphic design, digital marketing, project management, business consulting. We understand the PPA, is seeking a vendor for the "PPA Website Redesign". We have more than the required skills and experience to deliver this project successfully. We have developed several websites and applications for several businesses since we started in <2012>.

As industry leader in the Web Development space, we are fully prepared to undertake this project and to exceed all project requirements. We have a proven track record providing web hosting, website design, implementation & maintenance services in several different industries.

The undersigned: Mr. James Bregenzer is acting as the legal representative and authorized signatory of the organization CleanCoded, declares that the organization he represents is submitting this BID PROPOSAL for the "Website Re-Design" RFP, published on your website due December 20, 2022. We have developed the most cost-effective and comprehensive solution for your required services.

Our response proves our capabilities in delivering the solution, which will meet your project specifications. It complies with all the requirements of "Request for Proposal". To assist with speedy evaluation, we have provided a compliance matrix and direct answers to your questions and specifications. Please do not hesitate to contact us should you have questions or need additional information.

Regards,

James Bregenzer

Cleancoded
901 Woodland St
Nashville, TN 37206

WEBSITE RE-DESIGN PROPOSAL

09th December, 2022

To;

Public Policy Updates,

Attn: Anna Colby

Public Policy Associates

119 Pere Marquette Lansing, MI 48912-1231

acolby@publicpolicy.com

ACCEPTANCE OF TERMS AND CONDITIONS

We, CleanCoded, hereby confirmed that we have carefully read all the terms & conditions of this Request for proposal and agreed to abide by these during the validity of our Proposal (30 Days) and in accordance with the Solicitation posted by the concerned procuring agency/Authority requiring a PPA Website Redesign. I do hereby certify that on 09th December, 2022 that I accepted all the terms and conditions of this RFP in a true letter and spirit

Sincerely yours,

Authorized Signature: _____

Name and Title of Signatory:

James Bregenzer, Chief Executive officer

Name of Firm:

CleanCoded

901 Woodland St

Nashville, TN 37206

xyz@gmail.com

WEBSITE RE-DESIGN PROPOSAL

COMPANY PROFILE

Unique Digital Ideas for Successful Business is the main factor that sets us apart from our competition and allows us to deliver a specialist business consultancy service. Our team applies its wide-ranging experience to determining. Through our years of experience, we've also learned that while each channel.

CleanCoded is a vibrant innovative company, technology is at the heart of everything we do. We will identify, design and implement innovative, high-value web technology solutions that can combine software applications with a client-facing role to solve problems that affect your business in the digital environment. Our goals are to drive improvements in processes, services and products offered by our clients through forward-thinking solutions. We are at the forefront of game-changing solutions, we help businesses revolutionize the way they use technology to solve problems that affect global industries.

We start with innovation roadmaps and other tools to help in our innovation efforts. We identify gaps and opportunities for new kinds of innovation through our Xtreme Innovation (XI) process. Our mission is to build a climate and culture where creativity and innovation thrive. We want to become a leading innovation brand for products and services in the markets we serve.

LEGAL BUSINESS NAME	CleanCoded
PHYSICAL ADDRESS	901 Woodland St, Nashville, TN 37206
YEARS IN BUSINESS	10+
NUMBER OF EMPLOYEES	18+
POC	James Bregenzer, Chief Executive officer Phone: +1 (615) 722-4545, Email: xyz@gmail.com Website: https://cleancoded.com/

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PROPOSED TEAM MEMBERS

Our team is composed of several developers, graphic designers, certified project managers and certified scrum master, statistician engineer and more. We realized very early on the best way to be successful is to properly allocate the right resources to each project and work as a team along with the customers in order to achieve their goals in a timely manner.

Sr. No.	Name	Title/Role/Experience	Education	Years of Experience
1				
2				
3				
4				
5				

DESIRED QUALIFICATIONS COMPLIANCE

After the detailed study of RFP, we knew that you are looking for qualified web development or design firm or contractor should have the following skills and experience:

Sr. No.	Specifications	Vendor Compliance (Yes/No)
1	Experience with WordPress or other platform to develop a site that can be easily updated, maintained, and utilized to post new items independently.	Yes
2	A portfolio of website development and design work that includes	Yes

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	similar professional service businesses.	
3	Experience providing education, training, or guidance on the back end of websites.	Yes

WORK SAMPLES

We put together a list of website development & webhosting business success stories. Here are examples of successful website development and webhosting business.

Using our sense of innovation and creativity, we have mastered and implemented advanced web technology for a number of businesses all across the globe. We are uniquely positioned to provide the best responsive web technology to our present and future clients. Every website we have developed for our client comes with a story. ***Let us tell Public Policy Associates story!***

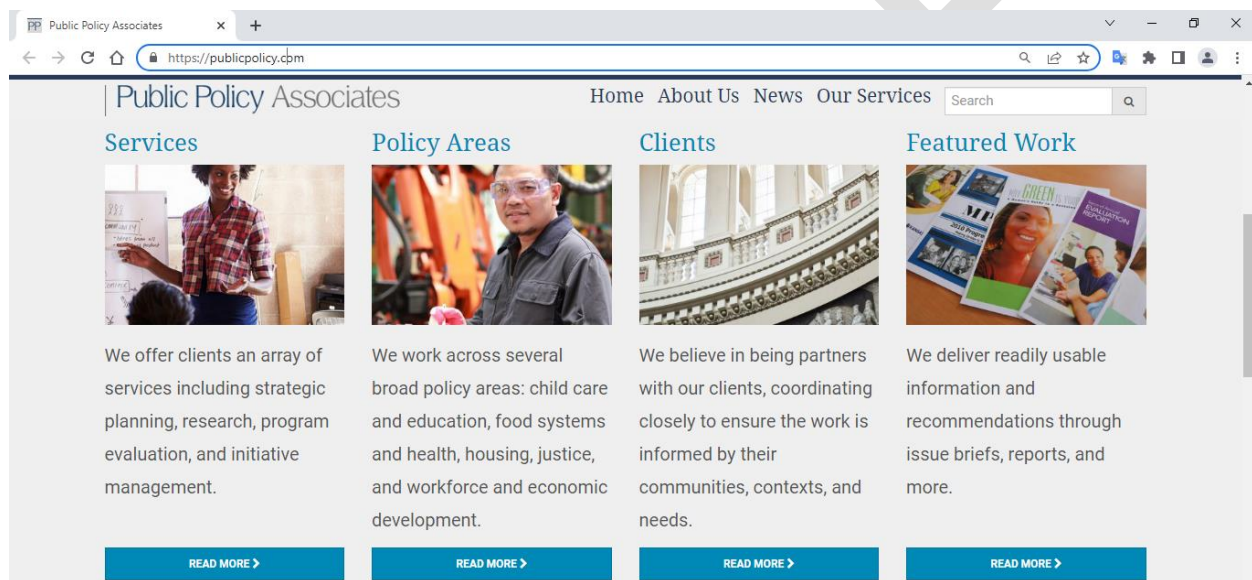
Check out our portfolios: <https://cleancoded.com/portfolio/>

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PROCESSES & METHODOLOGY

PROPOSED RESOLUTION:

Firstly, we run an analysis tool to generate a sitemap of the existing website. This would help us categorize and generate a new sitemap based on user behaviors. We will also use Google analytic to capture user behavior as to how they navigate and find information on the existing Public Policy Associates website. The homepage for example is crowded with information.



KEY INSIGHTS:

The Public Policy Associates home page should be simple and clear. It should be easy to navigate and to find information, Headings and labels must be good signposts.

In order to propose a redesign for the Public Policy Associates website, we will conduct a user-centered review, test, and analysis of the information architecture and interactive design of the current site. It appeared to be clogged with duplicated content in an overly complex structure not currently adapted for mobile. Our goals are to conduct research and design with a more effective user experience for desktop and mobile platforms in interactive prototypes.

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Understanding PPA Website Users - Both internal and external users

Our first step as noted is to identify Public Policy Associates website users and test their expectations regarding the site. In a series of unstructured interviews, observations, and surveys, we will ask users what they expect to find on the Public Policy Associates website, and to give us feedback on their experience using the site of a Public Policy Associates. We will collect our respondents' answers and synthesize the results in addition to comparing with google analytic and SemRush data.

Add Semrush result data

We will use Google Analytics to track Public Policy Associates visitors' behaviors, and pinpoint the motivations behind their information-seeking. The visually enhanced reports by Google Analytics will provide information on where visitors came from, what pages they visited, how long they stayed on each page, how deep into the site they navigated, where their visits ended, and where they went from there. By analyzing the data from Google Analytics, we will be able to make changes to the Public Policy Associates website and compare web usage data from before and after every change we make. This will allow us to track visitors' behaviors:

- To determine the efficiency of the website's menu system
- To make suggestions for improving user experiences
- To establish the most effective way for redesigning the website

We will conduct survey and advertise on Facebook and Google Ad locally and other regions where users, Public Policy Associates visitors reside. Based on the user responses, as well as instructions from stakeholders, we will create user stories as to how they use and navigate the website.

Once we have determined user goals and run all of our analysis, we will create personas to represent the variety of users whom we would need to keep in mind throughout the research and testing process. To further our sense of empathy with these users, we also imagined plausible scenarios in which each persona would come to the Public Policy Associates website.

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CLEANCODED's TECHNICAL APPROACH:

We have worked with several companies, and we worked with them collaboratively to come up with the best website for them. At every phase of the website redesign process, we will continue to ask for your participation and feedback. Based on your feedback we will launch a website that put the user at the center of everything we do. The website will be:

- ✓ Highly accessible to all of your users and staff
- ✓ Have an intuitive interface and logical structure
- ✓ Have an integrated search results
- ✓ Makes it easier to discover the Public Policy Associates offerings
- ✓ Provide easy access to online resources, attractions, hotel booking, restaurants, online payment, and digital media

CLEANCODED will work cooperatively with Public Policy Associates staff, as well as select community stakeholders and Board as appropriate to create a new, intuitive, modern website that will incorporate the Public Policy Associate's brand.

CLEANCODED will address all the existing problems with the current website:

Please add the existing problems and their solution.

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SITE DESIGN

CLEANCODED will redesign the website in WordPress Content Management System (WCMS) and host it on our own reliable and high-performance hosting server. The new website will meet all written specifications (as listed in the requirements) and it will be thoroughly tested. Project sponsors will formally approve the project with advice from other key stakeholders.

CLEANCODED will implement a content strategy and information architecture that is consistent across all sites while also providing site-specific navigational features to improve navigation and access to information on the site. Our Content team will work with content maintainers to update, revise, and delete content as part of the redesign, facilitate content reuse to reduce content duplication. Our team will also help create content for the site and migrate existing content where applicable.

We will promote a common look and feel across all the Public Policy Associates websites. Public Policy Associates staff will have secured access to the backend to easily add and update content on the website.

The homepage layout includes lots of elements such as large full-screen image displays or videos (aerial drone video of the Public Policy Associates), a local time and weather widget, and a testimonial slider. We can also display partner logos on your homepage as well as embed videos and photo sliders. CLEANCODED will provide design mock-ups for all sections for review and approval on an ongoing basis throughout the duration of the project, with a fully operational and working website upon completion of the project.

Milestones related to progression of the project should be contained in the submitted Project Plan.

In addition to the homepage layout, the design comes with lots of other useful templates that will help quickly populate your website with useful content.

- Event management support, giving you the option of publishing events and important dates
- Elementor page builder plugin, the premium
- Slider Revolution slideshow creation tool
- WooCommerce ecommerce plugin

With a large selection of templates and a stylish design, by CLEANCODED, we will launch your website with WordPress.

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SCOPE OF SERVICES

We understand that PPA is seeking a qualified web development or design firm or independent contractor that is based in the United States to build a new website.

The goals of the new website are to:		
Sr. No.	Specifications	Vendor Compliance (Yes/No)
1	Draw more people to our website and have organizations in need of our services contact PPA, follow us on social media, and/or sign up for our e-newsletter.	Yes
2	Highlight PPA's decades of experience while promoting our current services, work, and staff.	Yes
3	Support the messaging that PPA is a professional, welcoming, high-quality consulting and research firm.	Yes
4	Have updated functionality.	Yes

We will redesign that the website with similar content which is currently found on publicpolicy.com but presented in a more visual and fresh way.

Compliance with Specific Site Functionality		
Sr. No.	Specifications	Vendor Compliance (Yes/No)
1	Being easy to maintain, update, and post new items.	
	PPA's current website was created using WordPress. The new website could also be built using WordPress, but we are also open to other options.	Yes
	Staff members should be able to post (or remove) new featured work or news items and make edits to the text on the pages.	Yes
	Ideally, the website design would include multiple templates that staff could use when posting new items or featured work to the website.	Yes

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2	Tracking of website performance	
	We would like the selected contractor to help us identify meaningful website performance metrics and set up the website to track these metrics so we can readily monitor and report on these internally.	Yes
3	Ability to filter or search for featured work and news items	
	Our current featured work page is static and text heavy. Similarly, our news page is text heavy. We would like these pages to be more visual and allow for visitors to filter or search on elements such as topic area (e.g., child care, food systems, social benefits, justice), type of deliverable (e.g., report, PowerPoint, article, brief), author, year, client type (e.g., nonprofit, state agency, federal agency, philanthropy), or work type (strategic plan, evaluation, research). We would consider combining or otherwise streamlining these pages.	Yes
4	Streamlined or more connected content	
	We are interested in ways that we can tie together our content so that we can update it once and it can be accessible from multiple areas of our website. For example, currently we have projects featured on our policy area pages (such as: https://publicpolicy.com/policy-areas/workforce-development/) that are not linked with our featured work. It would be less cumbersome if we could update our featured work once and that these items could then be featured or accessible from multiple pages. This could potentially also be done through more linking between pages. Staff bios is another area that could be better integrated between pages; we would like to better showcase our staff expertise when talking about our policy areas and featured work. Another opportunity would be to make our e-newsletter accessible from our website. Our eNews is generated and sent out through MailChimp.	Yes

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5	Other desired website functionality includes:	
	Viewable on different-sized screens, including mobile devices.	Yes
	Quick to load and allow for interactive elements (such as audio and video recordings).	Yes
	Compatible with commonly used internet browsers.	Yes
	Interfaces with social media, specifically the ability for recent Twitter activity to be automatically posted to our website.	Yes
	Pages or posts should be easily shared to social media or through email and be print friendly.	Yes
	Improved search engine optimization.	Yes
6	One consideration is that PPA may refresh its branding within the next year or two. Ideally, we would like to create a new website using the current brand, but that would allow us or the selected contractor to update the style elements (font, color palette, logo) without having to re-do the entire website. In other words, we anticipate wanting to keep the backend and functionality of the website the same but with the flexibility to update the aesthetic elements of the website.	Yes

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TIMELINE AND BUDGET

S/N	DESCRIPTION	OFFER PRICE
1.	Services for Design & Development PPA website	\$ 9,000
2	Basic education, training, guidance	\$ 1,000

Contract Start: January 2023

RESUME OF LEAD

SAMPLE

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CONTACT US

We have made every effort to ensure that our Proposal response is compliant with the “Solicitation for PPA Website Redesign”. If any errors or omissions have been made in our submission, we reserve the right to revise or replace such items in open dialogue or correspondence ‘The Public Policy Associates’ prior to final contract award.

We wish to ensure that it is clearly understood that opportunity to discuss issues and negotiate in good faith remains an available option for both parties up to the date of final signature of any Agreement.

This proposal submitted in response to your RFP for PPA Website Redesign, does not constitute an agreement with The Public Policy Associates in this regard.

We are The Corporation PPA disposal to clarify and discuss any issues raised in this document. For this submission, the initial contact point with us:



James Bregenzer
Cleancoded
901 Woodland St
Nashville, TN 37206
+1 (615) 722-4545
xyz@gmail.com