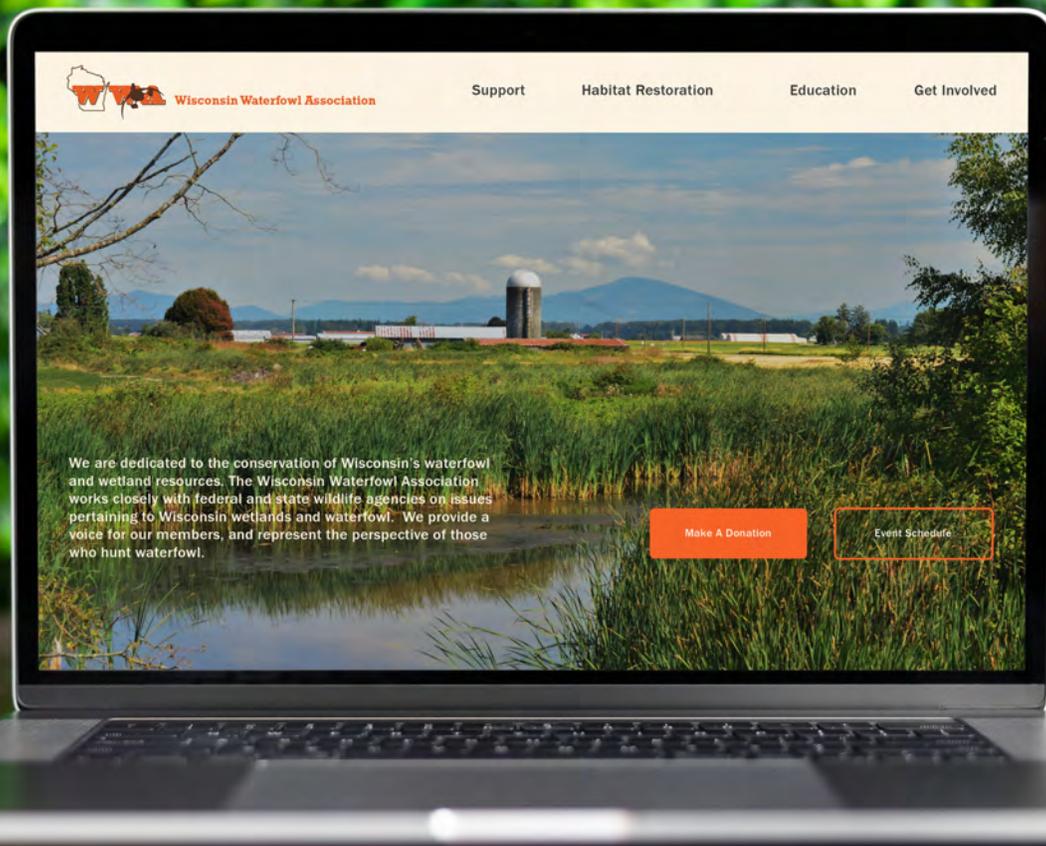
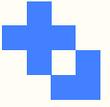


Website Redesign Proposal

Wisconsin Waterfowl Association

5/30/2024





Dear Wisconsin Waterfowl Association,

Thank you for the opportunity to present a proposal for the Wisconsin Waterfowl Association's website redesign project. I am eager to partner with you to bring this project to successful completion and make the WWA the premier destination for Waterfowlers across the state. I offer the capability to fulfill every requirement of the project and pledge to deliver an exceptional experience throughout the development of the website and provide ongoing support post-launch.

I look forward to creating a digital presence that is profitable for your organization and offers an engaging and intuitive user experience for visitors.

Sincerely,

[Billy Scheffki](#)

billyscheffki@gmail.com

262.226.3793

billyscheffki.myportfolio.com

Overview

I am a full-time freelance web designer, user experience designer, copywriter, and digital marketing specialist based in Mequon.

Throughout my career, I have worked on over 50 websites for clients in varied industries ranging from industrial manufacturing, to home services, to non-profit organizations. My experience covers all major areas of the website development process including planning, user interface design, content development, search engine optimization, user experience design, and maintenance.

I have created digital experience for presentations to the Wisconsin Historical Society, The Marcus Corporation, SmithGroup Architects, and Beloit College. My user experience design and digital marketing approaches have been used to benefit Warshafsky Law, Janesville Tool, and Flawless Flooring.

[View My Work](#)



About

I will be your single point of contact throughout the duration of the project. The design, development, search engine optimization, training, and support will all be executed by myself.

Experience

Working with a team of designers, web developers, and programmers, I previously managed the development and launch of new build websites in an agency setting by interviewing clients, researching competitors, wireframing, site mapping, developing content, and digital marketing strategies. As an in-house marketing specialist, I have developed custom web experiences to successfully market products and services to prospective clients. Throughout my career as a freelancer, I have helped my clients build an online presence by designing and developing websites that build brand awareness and consistently generate leads.

Project Approach

1. Information Gathering, Analysis, and Research

My web design process begins with defining the goals and purpose to manage expectations with all project stakeholders. When the goals have been defined, I conduct research on the target audience and identify the user needs to align the website with user expectations.

Following introductory work, the framework and structure of the website are planned using a sitemap and wireframes. A sitemap represents the page structure and hierarchy of each page on the site. Wireframes act as “blueprints” that show how the elements work together and interact on each page on both desktop and mobile devices. The existing content is also inventoried at this stage.

3. Content Development

Using the content inventory created in the research stage, existing content will be audited based on how well it meets the user’s needs, adheres to design principles, and works to meet business goals and drive metrics. Based on the results of the audit, content will either be kept, updated, or removed. All existing content will be styled to create hierarchy and increase legibility for the user.

5. Implementation

Using WordPress or Wix content management systems, the final step of the web design project is to convert the wireframes, sitemap, content, and design system into a functional, interactive website. The desktop version of each page is developed first, and then optimized for mobile viewing. 3rd party plugins will also be incorporated at this stage.

2. Design

Utilizing the client’s existing brand style guide, a design system is created for all user interface elements including typography, buttons, forms, menus, etc. to ensure consistency throughout the website and remain coherent with the larger brand.

4. Search Engine Optimization (SEO)

Following the auditing and styling of the content, keyword research will be conducted to ensure that each page is properly mapped to relevant keywords that users search for.

6. Testing

After the final website has been developed, links, buttons, hover interactions, mobile optimizations, and spelling will all be thoroughly checked to ensure a swift and seamless online experience and increase legibility for the user.

Schedule

Week 1

Planning

Milestone: Information Gathering

Week 2

Milestone: Planning

Deliverables: Sitemap, Wireframes for both desktop and mobile layouts

Week 3

Milestone: Design

Deliverables: Templates for all primary, secondary, and tertiary pages in both desktop and mobile-optimized versions

Week 4

Production

Milestone: Content Development

Deliverables: Content inventory/audit, content styling, SEO strategy

Week 5

Milestone: Functionality

Deliverables: Design templates, content, interactions, and plugins implemented onto the content management system

Week 6

Milestone: Testing

Week 7

Milestone: Launch

Final

Week 8

Milestone: Training

Pricing

Information Gathering & Planning

\$1,200

Service: Researching Target Audience/Identify User Needs - \$400

Service: Planning Site Architecture - \$800

Design

\$4,000

Service: User Interface Design Optimized for Desktop and Mobile Devices
(Price Includes 3 Rounds of Design Revisions.)

Content Development & Search Engine Optimization

\$6,000

Service: Content Inventory/Audit - \$500

Service: Keyword Research/Search Engine Optimization Implementation \$3,000

Service: User Experience Optimization - \$2,500

Development & Deployment

\$10,400

Service: Development and Implementation - \$8,000

Service: Testing - \$2,000

Service: Training - \$400

Support

Project Basis

Service: Hosting (Existing domain would be kept for SEO benefit)

Service: Maintenance, Ongoing maintenance post-launch will be billed at a rate of \$50/HR

Total Project Cost: \$21,600

References

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