



New Leaf Designs

Proposal for Website Optimization for Nature's Landscaping

Attn: Tim Dougherty

New Leaf Designs
May Hegarty, CEO
8/31/2008

Greetings Mr. Dougherty,

I would like to thank you for the opportunity to submit this proposal bid for your consideration. It has been my pleasure doing this analysis of your web site; on how you might better draw customers to your business via your web site, Nature's Landscaping, and improving your web presence.

I am hoping that our business relationship will be fruitful and bountiful for all persons involved in this project.

A very good day to you.

Sincerely,
May Hegarty, CEO
New Leaf Designs



Optimizing the Web Pages of Nature's Landscaping Web Site

A Proposal to Nature's Landscaping

Presented to **Nature's Landscaping** on:
August 31, 2008




 **New Leaf Designs**

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<http://www.newleafdesigns.us>



New Leaf Designs

New Leaf Designs is an innovative web design company, that has been attending to the needs of our clients since it's inception in 1996. We have created web sites for fortune 500 companies, as well as for single individuals. We have over 20 years of combined experience, in cutting edge web design. We start designing your web site as soon as we meet with our clients. We would like to determine what your specific needs are in respect to optimizing your web site for faster downloads and easy accessibility, and then demonstrate what we can do for you.

1 Nature's Landscaping Web Site

After analyzing your Nature's Landscaping web site, I have found several things that we could do to improve customer interactivity, and at the same time increase customer satisfaction with your company and your web site.

In my estimation the biggest challenge customers are facing when they launch Nature's Landscaping web site is the slow download time for the images and video to appear, especially on the home page. I believe that they may find the navigation on the site to be somewhat confusing also, it's been my experience that customers want navigation to be obvious and effortless.



2 New Leaf Design's Suggestions

After carefully reviewing your company web site, I have some suggestions on how New Leaf Designs can optimize your web presence.

My suggestion is a restructuring of your home page; there are some elements that we will be able to keep and optimize, while others can be placed on a subsequent page, such as the video. The size of the video on the home page is much too large for quick page loading, and I would suggest the movie be placed on its own page after optimization, that way visitors have the option to navigate to that page to watch the movie, or not. This would not only give your visitors a choice about the movie, but it would also enable them to view the home page more quickly.

Another factor to consider is the white text on the home page seen against a mixed background can be difficult for anyone with poor vision to see. I would recommend that the web site have a coordinated color scheme, one that takes into consideration those with visual impairment.

The big picture is to construct a web site that conforms to the World Wide Web Consortium (W3C) standards and takes into consideration any and all persons visiting your web site.

2.1 Objectives

These are the objectives as I see them:

- ❖ Rebuild your web site so that it adheres to best web practices.
- ❖ Ascertain that all pages of the web site are of the smallest file size that they can be.

- ❖ Optimize all image files, video files, and audio files.
- ❖ Create simple navigation that can be used by everyone

2.2 Our Approach

Our first objective will be to decide what content files we will use in the final web site, and what files we may add to the site to improve either navigation or page loading times.

Our second objective would be optimizing all of the files on your web site, and in your source files – these would include image, audio, and video files.

Our next objective would be ensuring that all web pages meet or exceed W3C accessibility standards.

Once the above has been accomplished it will be time for us to meet again and go over all of the possible changes that would be needed in restructuring Nature's Landscaping Website.

And finally we would use pertinent meta tags in order to make your web site show up in more search engines.

2.3 Your Benefits

The benefits that you will realize as a result of this optimization and restructuring would include, but not be limited to the following:

- ❖ An up to date web site that implements best web practices.
- ❖ Quick page loads for customers keeps customers coming back.
- ❖ More search engine hits via pertinent meta tags.
- ❖ A more satisfying customer experience overall.



3 Implementation Plan

The approximate time period for the restructuring and optimizing of Nature's Landscaping Website will be three weeks, with a detailed timeline below.

3.1 Methodology & Schedule

Week 1 will consist of a complete analysis of Nature's Landscaping Website, research, and completing a plan. Our company will do a complete check of your Website, we will look for incorrect HTML data, and we will do a complete research of W3C best practices, for a Website of this type. We also research ways that we can make improvements to the overall usability of your site.

Week 2 will be a time of restructuring and optimization. During this time we will be rewriting all of the HTML code, redesigning the Website using CSS layout style, and implementing pertinent meta tags for search engine optimization. We will also be optimizing graphic, video, and audio files in order to make them compliant to standards, and also to allow a quick page load that has multimedia embedded into it.

Week 3 will be testing of the Website, making sure all links operate as expected, launching the Website in different browsers, and double-checking that W3C standards are being met.



3.2 Schedule

Week One

- ❖ Analysis
- ❖ Research
- ❖ Planning

Week Two

- ❖ Optimizing Website Content
- ❖ Restructuring

Week Three

- ❖ Extensive Testing

4 Costs

Costs and time are listed in the below table, these are figured on a 10 page minimum website. Your web design needs may vary from the quote given.

Cost Schedule	Week 1	Week 2	Week 3	Total Hours
Analysis of Site	4 Hours			4 Hours
Research	16 Hours			16 Hours
Planning	12 Hours			12 Hours
Optimizing Web Site Content		20 Hours		20 Hours
Restructuring		16 Hours		16 Hours
Testing Website			16 Hours	16 Hours
Website Launch				84 Hours
Total Cost	Pay rate of \$30 per hour x 84 hours = \$2520 for Website			

It is my practice to collect one third of my fee, when the client officially procures my services; I then collect the next one third half way through the project, and collect the final payment upon delivery of the completed Website. If this is agreed upon by your company, than I will bring with me a detailed contract of the terms and services. If you agree with the above and want to retain New Leaf Designs services, please sign here _____.

5 Conclusion

I think you will find our company easy to work with, because we always listen to our clients and work with them to find a web design that will fit their budgets.

By optimizing your web content and making all content accessible using the W3C Accessibility Standards, your site will be up to date with internet's best practices, and the ease of use will show up in customer appreciation and satisfaction, as well as rating higher in search engine searches.

6 Home Page Mockup



This is a mock up of what your site could potentially look like.

Best Practices for Optimizing Web Content

There are many reasons to optimize content for the web; you may want to help handicap persons have accessibility to your web site's content, maybe you want your visitors to be able to experience fast download times of your images and videos, you may want to make sure you are creating web pages and web sites that meet the W3C or World Wide Web Consortium, or you might just be handicapped yourself.

What are some of the ways we can optimize web content you may ask. Well, one of the first things you can do is keep all of your images and videos at as small a size as you can without compromising their quality. You need to remember that not everyone has a broadband or DSL internet connection. Another way to optimize web content, especially for the handicapped, is to provide descriptive tags for images. Many visually impaired individuals use screen readers to "see" what is on a page; if the reader encounters a picture without a description, the reader then has nothing to "read" to the person. Including alt-text with all of your graphics will ensure that even handicapped persons will be able to enjoy your graphic content.

Something else to consider when making your web pages are the colors you use, not only for the whole site, but also for different elements on the page. For someone that is colorblind, they may not be able to tell the difference between

the green start button and the red stop button, so always be sure to label these types of things so everyone can enjoy your web site.

We also must take into consideration the optimization of video and audio files so that load times are faster, and audio is consistent across the web site.

There are also specific strategies and guidelines that need to be implemented in order to help make the Web accessible to people with disabilities, according to the World Wide Web Consortium, which includes this list of strategy guidelines:

“Perceivable

- ❖ Provide **text alternatives** for non-text content.
- ❖ Provide **captions and alternatives** for multimedia.
- ❖ Make **information adaptable and available** to assistive technologies.
- ❖ Use **sufficient contrast** to make things easy to see and hear.

Operable

- ❖ Make all functionality **keyboard accessible**.
- ❖ Give users **enough time** to read and use content.
- ❖ Do **not use content known to cause seizures**.
- ❖ Help users **navigate and find content**.

Understandable

- ❖ Make text **readable and understandable**.
- ❖ Make content **appear and operate in predictable ways**.
- ❖ Help users **avoid and correct mistakes**.

Robust

- ❖ Maximize **compatibility** with current and future technologies.”

I really like how they listed out all of these different areas, taking into account persons with all types of disabilities or challenges.

There are many challenges that a person accessing the Web might have.

- ❖ They may not be able to see, hear, move, or may not be able to process some types of information easily or at all.
- ❖ They may have difficulty reading or comprehending text.
- ❖ They may not have or be able to use a keyboard or mouse.
- ❖ They may have a text-only screen, a small screen, or a slow Internet connection.
- ❖ They may not speak or understand fluently the language in which the document is written.
- ❖ They may be in a situation where their eyes, ears, or hands are busy or interfered with (e.g., driving to work, working in a loud environment, etc.).
- ❖ They may have an early version of a browser, a different browser entirely, a voice browser, or a different operating system.

<http://www.w3.org/TR/WCAG/> Copyright © 1999 W3C. All Rights Reserved.

Bibliography

<http://www.w3.org/TR/WCAG/>

Web Content Accessibility Guidelines 1.0

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http://www.oreillynet.com/pub/a/oreilly/web/news/webaudio_1200.html

Optimizing Audio for the Web

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<http://www.w3.org/WAI/WCAG20/glance/>

WCAG 2.0 at a Glance

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<http://www.pantos.org/atw/35305.html>

Site Optimization Strategies

Copyright 1996, 1997, 1998 Terry Sullivan (terry@pantos.org)

URL: <http://www.pantos.org/atw/35305.html>

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