



NSR Business Solutions

Proposal

Developed for:

Meridian Endodontics

Website Design & Development

Document Date: 7/14/2023

A. Discovery Phase - 4 to 6 weeks

Our team will start by conducting a thorough review of your website's Google Analytics to uncover valuable data and trends. We will then develop interview questions and conduct interviews with your leadership team, clients, and referring dentists, gathering invaluable feedback and perspectives. Additionally, we will analyze and report on competitor websites to identify areas of opportunity.

Technical SEO Audit & Roadmap: Deep-dive to identify issues and/or opportunities with crawling, rendering, and indexation of the website. Compilation of issues and/or improvements into a prescriptive document; detailed with priority, next steps, and additional course(s) of action.

Finally, we will deliver a comprehensive Discovery Platform document that includes interview reports, key messages, website enhancements, and marketing recommendations. With our expertise and insights, we're here to help you take your practice to new heights.

Scope of services:

- Review of Google Analytics on your website
- Technical SEO Audit & Roadmap
- Development of interview questions for both clients and referring dentists.
- Conduct interviews with your team leadership and new COO.
- Conduct interviews with 4 to 6 selected clients and referring dentists.
- Review and report on 2 to 3 competitor websites
- Delivery of a comprehensive Discovery Platform document with interview reports, key messages, website, & marketing recommendations.

B. Website Design & Development - 12 to 14 weeks

We will work closely with your team to ensure from beginning to end, we create an intelligently structured, user-friendly, and visually pleasing online tool that creates opportunities and drives sales. Our goal will be to effectively engage and direct prospective patients, referring dentists and physicians interested in educational opportunities.

The new website will be developed on a WordPress platform, hosted on WP Engine.

Scope of Services to include:

Website Structure and Navigation

Development and review of the existing and a proposed site map. We will work with the design team and SEO partner to develop the proposed site map, page types and site navigation.

Website Design

Development of 3 layout options for home page layouts and a service landing page to establish design direction. Once a direction has been selected, we will develop templates for the remaining page types.

Meridian will receive one round of revisions at each stage of review.

Meridian will be provided a discreet URL for project development and review. Your URL will be available for your review throughout the design process so your staff can access it online at any time to follow the development progress.

Our team will begin programming upon approval of page designs and layouts.

Design partners to provide all project and team photography.

1. Home Page (1 Template)

The most successful websites are a combination of great design and intuitive function. Our team will provide three distinct design options for your consideration.

2. Connect with Us (including Email Form) (1 Template)

We will integrate a brief contact form to prepare your team's response to inquiries. You can select the staff members who will receive the inquiries via email.

3. About Us/Meet the Team (2 Templates)

The About Us or Meet the Team page is statistically the second most frequently visited page behind the home page across industry. Because of the critical role this page plays on your site, we recommend a thoughtful collaboration for the Meet the Team page design.

4. Services (1 Template)

This area is critical to helping your patients find the services that fit their needs. We recommend testimonials and a prominent quick link to make an appointment or to refer a patient.

5. Endodontics, Periodontal & Implants, Gum Lift & Aesthetics (1 Template)

We will work with your team to develop the best design solution for these pages with an intuitive layout and design. We recommend the use of testimonials and a prominent quick link to make an appointment or to refer a patient.

We recommend adding a blog feed to these pages to demonstrate your training and expertise. Social media on the Gum Lift and Aesthetics landing page will help connect with this audience.

6. Your Experience (1 Template)

We will work with Meridian to provide your patients with helpful information to prepare for their appointments. A link to the three locations will be integrated.

7. Aftercare (1 Template)

Our team will reintegrate the information and PDF downloads for aftercare.

8. Education (1 Template)

Our team will provide options for the integration of an event plugin to streamline the posting and management of your team's educational events.

9. News/Blog (1 Template)

Your blog is the hub of your ongoing communications. Our recommendation is to segment posts by category of service. Our team will integrate the existing content from your blog and tag posts accordingly so users can access content more easily. Ongoing posts to your blog and social media are one of the best ways to improve your search rank.

10. Login for patients, doctors, appointment requests and access to make payments will be integrated as links to third party technology developed by NSR.

Our team will reintegrate these links to the third-party technology and will test all areas to ensure a seamless connection.

11. Locations (1 Template)

Our team will work with your team to create a location page for each of the clinics including provided imagery, contact links and information, map and directions links.

12. Privacy (1 Template)

Our team will integrate your provided privacy policy.

Website Writing

We will collaborate on headline text on the home page and service landing pages based on SEO and marketing objectives provided by the SEO partner.

We will coordinate with the Meridian project team members to develop writing for the 13 specified website pages. We will work from and integrate the keyword terms provided by the search engine optimization expert. We will develop a writing sample for a page to be determined by the development team for review. All additional writing will be developed based on the approved writing sample direction. We will proof the approved writing. Final approval and review of all text is the responsibility of the client.

Project Management & Coordination

Upon approval of the contract, we will develop a timeline with deliverables and timing for all parties in the design and development group. We will coordinate with the client and the design and SEO partners on deliverables and phase completion of the project.

Website Measurement

Google Analytics/Best Practices/No Charge

NSR installs Google Analytics on all of our websites as part of our best practices and quality assurance. You can select the team members on your staff that will access your Google account. Google Analytics will help us track the success of various pages and interest levels from your visitors and allow us to refine the site over time.

Go Live Activities

Day of the launch Link Redirects: Redesigning a site means that a lot of the page titles and URL's can change so that going to an old URL might lead to a 404 page on the new site. This is a problem when Google displays the old links because it does not recognize that the old page does not exist anymore. The solution to this is to find the old links that Google displays and redirect those links to the new URL of the new page. We will redirect your old links to the appropriate new links.

Site URL replacement

We will install a plugin to retain any search benefits that have been achieved by your existing site. We will also conduct testing to make sure that all the pages are in good order.

Search Engine Visibility

We will turn on search indexing of your new site on launch day.

Site Back-Ups

Most of the websites we develop and maintain are hosted on independent servers, and a monthly backup is part of most hosting packages. We recommend keeping a refreshed monthly backup through your existing host and creating a backup at launch and before any updates as part of best practices.

Site Testing

We test all our sites on multiple browsers and devices to ensure the best possible presentation. Your site will be optimized on monitor, tablet, and phone displays.

Site Hosting

Your new site will be hosted at WPEngine --<https://wpengine.com/>

Training

We will conduct a half-day of WordPress site management training. You can choose the team members who will participate in training, and we will establish their access to the site's backend.

Cross-Browser Compatibility. *Our agreement contemplates the creation of a website viewable by all current browsers. Compatibility is defined herein as all critical elements of each page being viewable in current browsers. The client is aware that as the new browser and WordPress versions and plugins are developed, updates will be required to maintain optimum performance.*

Work beyond the scope of this contract will only proceed by mutual agreement of both parties and an approved change order.

C. Discovery and Website Investment Summary

Discovery	\$17K
Website Design & Development	\$37K
Website Writing	\$8
Project Management & Coordination	\$7K
Total Development Costs	\$69,000

Samples of our Website work:

<https://www.brentanofabrics.com>

<https://agarch.com>

<https://www.wellslamontindustrial.com>

<https://northsidemkefmr.org>

WordPress Support and Maintenance

WordPress and plugin developers improve and update web software on an ongoing basis. These functional and security updates are required to keep websites safe, secure, and functionally robust.

If updates are not done regularly, your site could be exposed to broken functionality, malware, and poor performance. CDC recommends completing website updates on a quarterly basis.

- WordPress core updates
- WordPress plugin and framework updates
- Spam filtering and cleansing
- Analytics reporting

Cost for quarterly website updates \$460 per quarter