



# DEWEY BEACH POLICE DEPARTMENT

Town of Dewey Beach, Delaware

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Gina Ramsey  
Pink Dog Digital

## Overview

We don't need to tell you how important your website is to your brand, your customer experience, and your ability to interact with your target audience. You are running a successful company with a great product offering but let's be honest, your website needs an update.

Your website needs to be on-brand, have a great user experience and allow users to find what they are looking for and do what you want them to do. It needs to load quickly, be search engine friendly, simple for your team to update, and responsive to whatever kind of device your users are viewing it from. You need a blog that gives you a voice to position yourselves as thought leaders in your industry and allows you to interact and connect with your audience.

At Pink Dog Digital LLC, we will help you achieve this. We will create a website that will quickly become another revenue stream for your business and your most valuable team member.

## Why Us

At Pink Dog Digital we are all about the experience. We design simple, compelling and functional websites that make it easy for users to quickly find exactly what they are looking for when they arrive at your site and convert them into paying customers. It's about creating an online experience that transforms users into followers, customers and ambassadors.

We do this by listening to you, understanding your target audience and putting our extensive online knowledge to work on a plan that will improve your business goals and change the way you think about the potential of the internet.

## Goals

1. Create a beautiful and functional website to replace <http://police.deweytown.us/>
2. Create a custom form for applicants to submit information (excluding social security information)
3. Help you promote the Town of Dewey Beach through your website.

## Scope of Services: Website

### Stage 1: Research (Weeks 1-2)

The first step is to thoroughly understand your business, business goals, customers and their expectations and behaviors and how your website factors into all of it. We will also look into the competitive landscape to establish context and benchmarks for how your site should function. This step will give us the foundation for moving forward with the right recommendations for the design and development of your new responsive website.

During this stage of the design process, we will work with you to establish your navigation. Navigation is the term used to describe the movement between one web page and another. Navigation is often taken for granted, but it plays a crucial role in getting site visitors to view more than just the home page. If navigation choices are unclear, visitors may leave your site quickly. Once they enter, it is important for first-time visitors to take maximum advantage of your site. We include up to 30 web pages as part of this contract. Additional pages can be programmed for an additional fee.

As part of the navigation document, we will compile your design requirements. The design requirements will include all interactive elements you want to see included in your design such as social media icons, newsletter links, call-to-actions, pop-ups, videos, connections to portals or other interactive components. In the case of an e-commerce site, we will define how the shopping cart operates and define the products that are included.

Once your **Navigation & Design Requirements** document is approved, we will move onto the Design stage.

### Stage 2: Design (Weeks 3-4)

In this stage, our project manager will work with our team of designers to communicate everything we have learned in Stage 1. Armed with this information, the design team will set to work sketching out a home page layout.

This home page design is a static representation, a snapshot, of what your final home page will look like. This graphical representation will include all the elements defined in the **Navigation & Design Requirement** document you approved in the prior stage. This static representation is not set for mobile viewing and should be reviewed only from a PC. Since it is an image, it will not have the movement and polish your finished site will have - that will be added during the Programming stage.

We understand that you may want to make adjustments to the home page design and therefore have included as part of this proposal up to 4 rounds of revisions. If we have not achieved your vision after 4 versions, additional revisions are possible, but will incur a fee.

To complete stage 2, we will need your approval on the home page layout. In addition, we will need you to deliver anything we need to complete the design and programming. These items may include: login information to your newsletter program such as MailChimp, URLs to link to client portals, team headshots, stock images or other photography, etc.

Most importantly, we will need your content delivered and approved.

## Content Creation

As we work on designing your home page in Stage 2, we recommend simultaneously pulling together your content. Content is the biggest hold up on launching a site. Content not only educates visitors who visit your site about who you are and what you do, it also communicates to search engines - which is a key step in Search Engine Optimization (SEO).

Content should always reflect your keyword strategy. Keywords are the terms that you want to be found for online and that best describe your products and/or services. These terms should be unique to each page on your website.

If you need assistance creating content that integrates a keyword strategy with focus on SEO, we recommend having one of our in-house copywriters create the content for you.

Once you have submitted your content for programming, nominal edits will be accepted during Stage 4, however a complete rewrite or changing of content on a page will incur an additional fee.

## Images / Photographs

We will recommend one image per web page to be used as a header image. You may select up to 20 additional stock photos through our image repository for us to include on your pages to emphasize or breakup content. You can purchase additional stock photos through sites such as Shutterstock and Adobe at your cost and submit them with direction for use. If you are providing images, graphics, logos, or videos they must be high resolution and you must have the right to use them. We recommend confirming with us the file size and dimensions before purchasing.

## Stage 3: Programming (Weeks 5-6)

Once we have your content and all the necessary materials, we will begin programming on WordPress as your CMS (content management system). We recommend WordPress as it is the most popular open-source CMS in the world and has thousands of developers constantly improving it and contributing plug-ins (software containing a group of functions) to extend functionality and add new features.

WordPress plugins are written in the PHP programming language and integrate seamlessly with WordPress. As part of our programming, we will install a number of plug-ins to assist with SEO, newsletters, contact forms, social media and more. In some cases, there are additional fees for Plug-ins. We do our best to identify and notify you of these costs during Stage 1. We do not mark the costs up but rather send the information directly to you so that you can purchase and control the functionality. Once you have purchased our recommended plug-ins, we will program them to your site.

WordPress is also an easy to use visual builder that you will be able to use to make edits to your site in the future, if you choose.

It will take several weeks to make your design a reality. The final site will be a customized responsive web design aimed at providing an optimal viewing experience for desktops, tablets and phones.

### Stage 4: Testing (Week 7)

Once the programming has been completed, we will send you a programming link to view the site “behind the scenes”. At this point, your site will have movement and you will be able to click from page to page as if the site was live.

We will test the website on a variety of browsers including Safari, Firefox, Chrome and Internet Explorer 10. We will also test the functionality of the site to identify any errors or broken links.

During this stage, we will ask you to provide any final changes or edits to the site. Since you have approved everything to this point, the edits should be nominal, however multiple edits can delay the launching of the site.

Once the PC version of the site has been approved, we will also test the responsive design on iPhone and Android devices.

### Stage 5: Launch (Week 8)

Once you approve the website, the site has been tested and final payment has been received by Pink Dog Digital (PDD), we will push the site live on a shared server, either provided by us or a service provider of your choice.

Hosting and maintenance will be included for one year, beginning on the launch date. This includes two hours of monthly maintenance to the website including back-ups, security, updates to plugins and WordPress core, as well as minor text and image updates to the existing site content.

If requested by the Client, Gina Ramsey of PDD will conduct an online training session of selected staff members on the backend management of the website.

## Stage 6: Search Engine Optimization (2 Weeks Post Launch)

Search engine optimization (SEO) is the process of increasing the visibility of your website in search engines such as Google, Yahoo and Bing. The goal of SEO is to make your website appear higher in the search engines for specific keyword phrases so that more users will be able to find it and visit in their searches.

While we are able to optimize the site in many ways prior to launch during Stage 4, there are several activities that we do once the site is live. Included with your website design is the establishment of Google Analytics or connection of your new website to your current Google Analytics.

There are two primary areas of focus when it comes to optimizing your website for search engines: On-page SEO elements and off-page elements. On-page SEO refers to anything that is on your website, namely your content. Off-page SEO refers to anything that's outside of your website, but pointing back to it, such as a link. SEO refers strictly to organic traffic; that is, traffic that originates from free listings in the search engines. Traffic from other sources - paid, direct and referral - does not directly correlate to SEO.

## Additional Services & Fees

### Copywriting

If you find producing content is difficult, we have copywriters who are trained for web copy and in writing persuasive content that will drive more conversions on your landing pages. The cost is \$95 per page.

### Additional Homepage Layouts

If we are unable to achieve your vision after 4 versions, additional revisions are available at \$150 per hour.

### Additional Pages

We have included 30 website pages in this contract. Should you need additional pages, the design and build of those pages will cost \$150 per page.

### Corporate Photography

A key element of many websites is a team leadership page with headshots of your personnel. We can provide recommendations on photographers to help you capture your team and corporate environment.

## Videography & Animation

Video and Animation are the hottest things going and without the digital assets you are going to miss out on this trend. These are also great ways to captivate your viewers with rich, colourful, and playful scenes. We have videographers capable of storyboarding, shooting and editing a corporate branding video or any other video asset required.

## Hosting and Maintenance

Hosting and maintenance will be included for one year, beginning on the launch date. This includes two hours of monthly maintenance to the website including back-ups, security, updates to plugins and WordPress core, as well as minor text and image updates to the existing site content. Subsequent years are \$600 per year - *fee subject to change annually*.

## Blog Writing

Blogging is an important part of a website. Blogging works as a method for attracting a customer by providing value to them before asking for anything in return. Blogging also establishes your authority in your product or service and generates traffic to your website that could turn into business. Let us know if you are interested in establishing a blog.

## Inbound Marketing (Content Creation, Social Media & PPC)

We are experts in online marketing. We can design and implement a program to drive people into your purchasing funnel. We work with regular content creation, managed social media campaigns, paid advertising within a variety of channels including Google AdWords, Facebook ads, LinkedIn ads etc. These programs will grow your sales.

## Investment

### Core Budget

\$6,500.00 payable in two installments. One half upon execution of agreement and one half prior to launch.

### Recommended Services

- Copywriting
- Inbound Marketing Retainer – separate proposal
- Hosting & Maintenance Retainer – free first year and \$600/year following

## Statement of Work & Contract

Date: 7.13.2021

Between: Pink Dog Digital and the Dewey Beach Police Department

### 1.0 Services Rendered

#### DESIGN

We develop responsive design layouts that render properly on all devices or screen. We create designs interactively and use predominantly CSS and HTML so that we don't waste time mocking up every static visual. We may use static visuals to mock-up look and feel directions (color, photography, paragraph blocks).

#### TEXT

Unless otherwise contracted, all text will be provided by the client. Copywriting services are available but at an additional charge.

#### PHOTOGRAPHS

Up to 20 stock photos will be included in this proposal. Additional stock photos will be available at their license cost. If you are providing images, graphics or logos, they must be high resolution and you must have the right to use them.

#### WORDPRESS

All websites will be set-up on a WordPress framework, unless specified. WordPress is the largest open source content management system based on PHP and MySQL.

#### BROWSER TESTING

We test our work in the most current versions of major desktop/mobile browsers, including Safari, Chrome, Firefox, Internet Explorer and Edge.

### 2.0 Mutual Cooperation

We agree to use our best efforts to fulfill and exceed your expectations on the deliverables listed above. You agree to aid us in doing so by making available to us the information needed to for us to complete your project in the timeline we have provided. If the content is delayed it may result in a delayed launch schedule. Additionally, acts of God, including but not limited to weather and power outages beyond the control of Pink Dog Digital may delay the launch date, in which case you agree that Pink Dog Digital shall not be held liable for any delay.



### 3.0 Changes of Services Performed

Functionality or feature requests above and beyond those listed above will be considered out of scope and an amendment to the budget will be incurred. Projects that go dormant for 45 days or longer shall result in a fee to restart the project.

### 4.0 Terms of Payment

The total budget for this project is \$6,500.

You will pay the total balance in two payments. First, we will collect a 50% non-refundable deposit when this agreement is executed. The remaining 50% will be collected prior to project launch.

In the event that we incur legal fees, costs and disbursements in an effort to collect on any outstanding invoices, you agree to reimburse us for all legal fees and costs, and interest at a rate of 1.5% per month (18% per annum).

#### **TERMINATION**

If your statement of work contains website design, in the event that you terminate this agreement directly prior to launch, you shall compensate us in full for the entire agreed-upon fee. If the website design is not complete at the time you terminate this agreement, you shall pay Pink Dog Digital for all out of pocket expenses, and an hourly rate of \$150 for all labor hours expended for website design which exceed your non-refundable deposit. Under no circumstances shall the up-front 50% deposit be refunded.

You further agree that, if your statement of work contains social media, you are responsible for payment of the fee for the entire agreed-upon term, regardless of whether you terminate our services prior to the completion of the agreed-upon term.

#### **EXPENSES**

You have the right to modify, reject, cancel or stop all plans or work in progress. However, you agree to reimburse us for our costs and expenses we incurred prior to your change in instruction, and which relate to non-cancelable commitments, and to defend, indemnify, and hold us harmless for any liability related to such action. Any non-cancelable materials, services etc. we have properly committed ourselves to purchase for your account, either specifically or as part of a plan such as modules, photography, and/or external services shall be paid for by you, in accordance with the provisions of the agreement. We agree to use our best efforts to minimize such costs and expenses. We will provide written proof, upon request, that such materials and service are non-cancelable.

#### **TRANSFER OF MATERIALS**

Upon termination of this agreement, provided there is no outstanding indebtedness, then owning by Pink Dog Digital to Client, Pink Dog Digital shall transfer, assign and make

available to Client all property and materials in its possession or control belonging to Client agrees to pay for all costs associated with the transfer of the materials.

## 5.0 Responsibilities

### **AGENCY RESPONSIBILITIES**

We shall obtain releases, licenses, permits and other authorizations to use testimonials, copyrighted materials, photographs, artwork, or any other property or rights belonging to third parties obtained by us for use in performance of this contract.

### **CLIENT RESPONSIBILITIES**

You guarantee all elements of text, images, or other artwork that you provide are either owned by you or that you have permission to use them.

When final payment has cleared, copyright will automatically be assigned as follows:

You own the visual elements that we create for this project. We will provide the source files and finished files. You own all elements of text, images or other artwork that you provided, unless someone else owns them.

You are responsible for the accuracy, completeness and propriety of information concerning your products and services, which you will provide verbally or in writing.

## 6.0 Confidentiality

We acknowledge our responsibility, both during and after the term of this agreement, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data you develop or disclose to us.

## 7.0 General Provisions

### **GOVERNING LAW**

This agreement shall be governed and construed in accordance with the laws in the state of Maryland in the United States.

### **REPRESENTATIONS AND WARRANTIES**

The parties each individually represent and warrant that each has full power and authority to enter into the agreement and to perform all of their obligations hereunder without violating the legal or equitable rights of any third party.

### **DISCLAIMER**

Pink Dog Digital makes no warranties, expressed or implied, and hereby disclaims and negates all other warranties, including without limitation, implied warranties or conditions of merchantability, fitness for a particular purpose, or non-infringement of intellectual

property or other violation of rights. Further, Pink Dog Digital does not warrant or make any representations concerning likely results of its services.

#### **ENTIRE AGREEMENT**

Except as otherwise set forth or referred to in this agreement, this agreement constitutes to sole and entire agreement and understanding between the parties hereto as to the subject matter hereof, and supersedes all prior discussions, agreements and understandings of every kind and nature between them as to such subject matter.

#### **SEVERABILITY**

If any provision of this agreement is held to be illegal, invalid, or unenforceable under and present or future law, then that provision will be fully severable. In such instance, this agreement will be construed and enforced as the illegal, invalid or unenforceable provision had never been comprised a part of this agreement, and the remaining provisions of this agreement will remain in full force and effect.

### **Signature**

To accept this agreement please sign and date on the line below.

Client Name: Dewey Beach Police Department

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Print Name: \_\_\_\_\_ Date

Company Name: Pink Dog Digital

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Print Name: Gina Ramsey, President Date