

**TO:** Board of Commissioners  
**FROM:** Administrator/Controller's Office  
**DATE:** May 2, 2018  
**RE:** Website Redesign Recommended Vendor Proposal

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**BACKGROUND**

The County Administrator/Controller's Office released the Website Redesign Services Request for Proposals (RFP) on December 19, 2017. A mandatory site visit and pre-proposal meeting for potential vendors was held on January 11, 2018. This pre-proposal meeting was attended by seven vendors. The due date for proposals was February 7, 2018 at noon. The County received responses from eight vendors, however, three were deemed unresponsive. Of the three unresponsive proposals, one had not attended the mandatory pre-proposal meeting, and two had submitted late proposals.

A thorough evaluation and scoring of the five responsive proposals received was performed by the Administrator/Controller, the Deputy Administrator/Controller and the County Information Systems Director. Scoring criteria included a determination of whether the vendor demonstrated the ability and intention of meeting with County staff to assess specific needs and develop webpages unique to each Department; presented an original concept design with conveyance of County culture; provided for the successful migration of pertinent current information; offered a Content Management System that could be easily managed by existing IT staff and updated by non-IT staff; and served to engage users in site navigation and exploration. In addition to these measures of performance, each proposal was evaluated on required elements including format, submittal of certifications and assurances, timeline, and cost.

During the evaluation phase, three vendors scored consistently higher than the other two, and further scrutiny was placed on their proposals. Cost proposals from these three vendors ranged from \$65,700 to \$97,000 for the six month long project. Further analysis of the three vendors

revealed extensive municipal experience, specifically in Michigan, held by the vendor Web Ascender. Another component which stood out within the Web Ascender response included a plan for testing the website redesign elements regularly during development and continuously incorporating County feedback to improve on the end product. In their proposal, Web Ascender referenced the existing 5,000 pages of web content attributed to the current County website and confirmed the need to analyze each one to determine its appropriate placement within the new website. Further, the Web Ascender proposal included weekly client meetings to discuss project status and ensure the direction is aligned with the goals of the County. Altogether, Web Ascender presented a thoughtful and comprehensive proposal that served to place the County's best interests above all else.

The evaluators chose to meet face-to-face with Web Ascender given that they rose above the other vendors, are a local service provider, and they had the lowest cost among the qualified and responsive proposals. On April 5, 2018, the Administrator/Controller, the Deputy Administrator/Controller and the County Information Systems Director met with the President of Web Ascender, Ryan Doom. Discussion focused on project timeline and the milestones for progress and performance, along with budget conscious photography services, training, data storage and the vision for an ongoing relationship beyond the completion of the website redesign. This additional discussion, coupled with the most favorable proposal, has led to a recommendation by the Administrator/Controller to secure the website redesign services of Web Ascender for the County's Website Redesign Project. The Deputy Administrator/Controller and Information Systems Director concur with this recommendation.

### **ALTERNATIVES**

The County could choose not to approve the recommended website redesign vendor and seek to engage services from another firm. Another firm could be selected from the responsive proposals on hand from the current RFP process, or a new RFP could be released. In order to make progress on the County Website Redesign Project, vendor selection is a necessary next step.

## **FINANCIAL IMPACT**

Approval of the attached agreement would commit the County to the total cost of \$65,700 for website development services. In the current FY 2018 budget, only \$30,000 is budgeted for the Website Redesign Project, as that was the best cost information available at the time. When the RFP responses were submitted in February 2018, the cost proposals ranged from \$31,530 to \$171,200. Of the submittals that were ultimately deemed responsive, the cost proposals ranged from \$65,700 to \$97,000, of which Web Ascender presented the lowest cost proposal and the best choice for Isabella County. In order to move forward with the recommended vendor, the Administrator/Controller's Office is requesting a commitment of additional funds within the FY2018 budget of \$35,700.

Historically, the County budget has performed such that available monies exist at year end. It is the opinion of the Administrator/Controller that unspent monies will be available at the current fiscal year end to cover the entire Website Redesign Project, given the performance of the FY2018 budget thus far. The Board of Commissioners could also choose to utilize the \$50,000 of available funds that remain within the FY2018 Contingency line item. Alternatively, the Board of Commissioners could commit funds within the FY2019 budget of \$35,700 for completion of this critical project. This would allow the Website Redesign Project to commence in FY 2018 with its discovery, design and feature implementation phases. FY 2019 would include work on content, page buildouts, final training and launch of the new website.

## **OTHER CONSIDERATIONS**

Given the great potential for the Website Redesign Project in terms of increased services and enhanced outreach to residents, it is no wonder why the project scored as a top priority for the Board of Commissioners at its March 6, 2018 Planning Session. In this electronic era, the County's website certainly serves as a main point of contact for those seeking County services, and portrays an image and perception to its end users. The RFP released in December for Website Redesign Services enumerated several necessary elements that would ensure a welcoming platform to Isabella County and its offerings. It is the opinion of the County Administrator/Controller and the other evaluators that entering into an agreement with Web

Ascender provides for the greatest chance for success of the Website Redesign Project.

### **RECOMMENDATIONS**

Consider approving the attached Client Agreement between Web Ascender and Isabella County, to engage Web Ascender in website development services in the amount of \$65,700 for the County Website Redesign Project and take effect immediately upon adoption.

### **ATTACHMENTS**

- Web Ascender Website Development Proposal for Isabella County; Dated February 7, 2018, and Client Agreement between Web Ascender and Isabella County for Website Development Services



# **Website Development**

## **Isabella County**

Prepared by Ryan Doom of Web Ascender  
2090 Jolly Rd. STE 100 Okemos MI 48864  
P: 517-455-7837  
F: 866-807-6693  
[ryan.doom@webascender.com](mailto:ryan.doom@webascender.com)

02/07/2018

# 1. Letter of Submittal

## Exhibit B

### EXHIBIT A CERTIFICATIONS AND ASSURANCES

Firm Name: WEB ASCENDER

I/we make the following statement of assurances as a required element of the proposal to which it is attached, understanding that the truthfulness of the facts affirmed here and the continuing compliance with these requirements are conditions precedent to the award or continuation of the related contract(s):

1. The prices and/or data have been determined independently, without consultation, communication, or agreement with other proposers for the purpose of restricting competition. However, I/we may freely join with other persons or organizations for the purpose of presenting a single proposal.
2. The attached proposal is a firm offer for a period of one hundred twenty (120) days following receipt, and it may be accepted by Isabella County without further negotiation (except where obviously required by lack of certainty in key terms) at any time within the one hundred twenty (120) day period.
3. In preparing this proposal, I/we have not been assisted by any current or former employee of Isabella County whose duties relate (or did relate) to this proposal or prospective contract, and who was assisting in other than his or her official, public capacity. Neither does such a person nor any member of his or her immediate family have any financial interest in the outcome of this proposal. (Any exceptions to these assurances are described in full detail on a separate page and attached to this document.)
4. I/we understand that Isabella County will not reimburse me/us for any costs incurred in the preparation of this proposal. All proposals become the property of Isabella County, and I/we claim no proprietary right to the ideas, writings, items, or samples, unless so stated in this proposal.
5. Unless otherwise required by law, the prices and/or cost data which have been submitted have not been knowingly disclosed by the proposer and will not knowingly be disclosed by him/her prior to opening, in the case of a proposal directly or indirectly to any other proposer or to any competitor.
6. No attempt has been made or will be made by the proposer to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.
7. I/we agree that submission of the attached proposal constitutes acceptance of the solicitation contents.
8. I/we acknowledge communication of any kind regarding my/our proposal directed to parties other than the County Administrator/Controller may result in my/our disqualification.
9. I/we warrant that no conflict of interest knowingly exists for any member of the project team that contributed to this proposal or prospective contract.
10. I/we certify that I/we shall procure and maintain Workers' Compensation Insurance, including Employer's Liability Coverage, in accordance with all applicable statutes of the State of Michigan during the duration of this prospective contract.
11. I/we certify that I/we shall procure and maintain Professional Liability Insurance (errors and omissions) with limits of liability of not less than \$1,000,000 per claim and aggregate during the duration of, and a minimum of three (3) years beyond the completion of, this proposed contract.

12. I/we certify that I/we shall procure and maintain Comprehensive General Liability Insurance on an "Occurrence Basis" with limits of liability not less than \$1,000,000 per occurrence and/or aggregate combined single limit, covering Personal Injury, Bodily Injury and Property Damage during the duration of this prospective contract.
13. I/we certify that I/we shall procure and maintain Motor Vehicle Liability Insurance, including applicable Michigan No-Fault coverages, with limits of liability not less than \$1,000,000 per occurrence combined single limit for Personal Injury, Bodily Injury and Property Damage during the duration of this prospective contract.
14. I/we certify that the General Liability Insurance and the Motor Vehicle Liability Insurance, as described above, shall include an endorsement stating the following shall be "Additional Insureds": Isabella County, including all elected and appointed officials, all employees and volunteers, all boards, commissions and/or authorities and their board members, including employees and volunteers thereof during the duration of this prospective contract.
15. I/we certify that the Workers' Compensation Insurance, General Liability Insurance and the Motor Vehicle Liability Insurance, as described above, shall include an endorsement stating the following: Thirty (30) days advance written notice of cancellation or non-renewal shall be sent to: Isabella County Administrator/Controller's Office, 200 N. Main Street, Suite 205, Mt. Pleasant, MI 48858.

Signature:

A handwritten signature in black ink that reads "Ryan Doom". The signature is written in a cursive, flowing style.

Name: Ryan Doom

Date: 02/05/2018

# Letter of Submittal Questions

## 1. Company contact information

Legal Entity: Atriage Software LLC

dba Web Ascender

Ryan Doom - President

P: 517-455-7837x101 C: 517-507-9274 F: 866-807-6693 E: ryan.doom@webascender.com

## 2. Principal Officers

Ryan Doom - President

P: 517-455-7837x101 C: 517-507-9274 F: 866-807-6693 E: ryan.doom@webascender.com

Kevin Southworth - Vice President

P: 517-455-7837x102 C: 517-507-9273 F: 866-807-6693 E: kevin.southworth@webascender.com

## 3. Legal Status

Atriage Software LLC is a Limited Liability Corporation founded in 2005

## 4. Federal Employer Tax Identification Number

56-2535044

## 5. Location

Okemos, Michigan - Web Ascender does not / will not be outsourcing or offshoring any services.

## 6. Conflict of Interest

Not applicable / no one to identify.

## 7. Firms Capabilities and Experience

Web Ascender is a team of 15 talented individuals within a 60 minute drive of Mt. Pleasant. Our team specializes in website design/development, mobile application design/development and digital marketing. We have marketing strategists, content writers, designers, developers, and experienced system administrators on staff. The Web Ascender team is lead by Ryan Doom and Kevin Southworth who have been working in the industry for 15+ years and are both Michigan State University Computer Science graduates. If it's possible - they can make it happen. The Web Ascender team has worked on 300+ websites and has had the opportunity to work with organizations such as: The United Nations, Bridgestone Tires, Firestone, Meritor, Caterpillar, and many local businesses. Web Ascender has experience in many different verticals, we have worked on a dozen or so municipality projects over the years including: Clinton County, East Lansing, City of Lansing, Shiawassee County, City of Owosso, Ingham County, Watertown Township, City of Wyoming, Union Charter Township, Lake County Ohio, Concord Township Ohio, City of Denton, Douglas County, and the City of Morenci.

At Web Ascender we say that we are “experts at becoming experts.” We apply the same tried and true process to all of our web projects, but we treat every project as a unique opportunity to do something great for an organization. We don't

do the exact same thing on different projects or apply a cookie-cutter solution to similar clients. We use a consultative approach to ensure that all requirements and solutions actually meet what your organization needs. We don't force you into applying the same processes and procedures from other clients into your organization.

Web Ascender has reviewed Isabella County's wants, needs, and requirements for a new website. Web Ascender can deliver on all of those needs and more. Our detailed approach is outlined further down in this proposal but in short we will outline all of your requirements in our web based project management tool, we will then go through a discovery and strategy process that will include meeting with all of your department stakeholders. During this process we will analyze everything under their umbrella and collaboratively suggest and make changes to each department's content. A content writer from the Web Ascender team will then provide small edits and adjustments to the content as approve information is moved over to the new website.

During the design process Web Ascender will review a ton of different websites with you and your team. We'll determine what works, what you like, and then work on creative concepts as long as needed until we get your approval of the creative direction. This ensures that you get an impactful and creative design that is unique to your organization, and something you absolutely love. We'll bring the best of everything you like into your final product.

**Websites that show our design competency:**

For each and every design our team does national research. We then review the results of that research with you and your team. This could easily be 20 - 30 municipality websites to review and take notes on what works well and what does not. From this activity our team can get a sense for what you are looking for in terms of design and impact and make sure we tailor a creative design specific to Isabella County. These designs were all created with the client's wants and needs in mind.

**Michigan Dental Association - 2017**

Very modern, non-traditional design with video background.

<http://www.smilemichigan.com/>

**Workshop Hero - 2017**

Design tailored to their audience - car and motorcycle mechanics/hobbyists.

<https://www.workshophero.com/>

**Granger - 2017**

Clean, professional, design, optimized to get to key areas in one-click.

<https://www.grangernet.com/>

**City of Wyoming - 2016**

Wanted a simple, white, clean design with search front and center.

<https://www.wyomingmi.gov/>

**Aurora Texas - 2016**

Known for their alien sightings, they wanted a "cosmic" feel.

<http://www.auroratexas.gov/>

**Charter Township of Union - 2012**

<http://www.uniontownshipmi.com/>

**Watertown Township - 2011**

<http://www.watertowntownship.com/>

**Interesting fact:** BS&A Software works with nearly every municipality in the state. 5 years ago when they needed their own website re-designed they choose Web Ascender. At the end of last year when they wanted to work on a new site design - they decided to use us again. Their new website is slated to go live summer 2018. This is just one of many examples where industry leaders rely on us time and time again to deliver results.

## 8. Firm's qualifications

Web Ascender has outlined the key individuals that will be assigned to your project. Bios on additional team members can be found at: <https://www.webascender.com/about/>



### **Ryan Doom**

President & Chief Success Officer  
10+ years at Web Ascender

### **Your Strategist & Project Manager**

Ryan is the president and co-founder of Web Ascender who's been designing, developing, and working on internet strategy for over 15 years. He has consulted with over 300 clients, ranging from international organizations such as the United Nations and Bridgestone Tires, to local startups and nonprofit associations. Pursuing an engineering degree in Computer Science from Michigan State University allowed Ryan to merge his passion for illustration and design with technology. Outside of the tech and business world, Ryan is likely to strike up a conversation about motorcycles, soccer, entrepreneurship, investing, photography, or aviation.



### **Katie Dutcher**

User Experience & Web Design  
7+ years at Web Ascender

### **Your Lead Designer**

Katie graduated from Central Michigan University with a B.A. in Fine Arts and a concentration in Graphic Design. She and her husband Brett are animal lovers. They have a 10-year-old cat named Mojo, and 3-year-old German shepherd named Uela. Katie loves to travel and spends her free time taking long weekends to new places like Denver and New Orleans. With her background and love for graphic design, her favorite part of her job is incorporating her eye for design with her technical skills (Which she says makes her job not feel like a job at all!). When she's not jet-setting around the country, she's waiting for fall and football season. Her team of choice is the Packers – She's a cheese head at heart!



### **Kyle Schebor**

User Experience & Web Design  
~10 years at Web Ascender

### **Your Lead WordPress Expert**

Kyle graduated from Michigan State University with a B.A. in Telecommunications, Information Studies, and Media with a Business Cognate. His education and technical background gives him a knack for seeing projects from start to finish, and bringing client ideas to fruition is his favorite part of his job. Kyle loves producing music and singing in choral groups with his wife Sarah. His TV-ready voice is often used for various internal and client projects when voiceovers are needed. He's a music lover in general and will rock out to anything electronic, country, or pop, and when he's really needing it, heavy metal.



**Stephanie Sundheimer**  
Director of Digital Marketing  
7+ years at Web Ascender

**Your Lead Content Strategist**

Stephanie is our in-house digital marketing guru extraordinaire. She graduated from Michigan State University with a B.A. in Media, Arts and Technology. Her educational background and passion for digital marketing makes her able to view digital marketing projects in a technical and calculated way. She says the most exciting and rewarding part of her job is working on effective advertising copy to bring in leads for her clients! Stephanie loves being outside and aside from soccer, you can catch her playing volleyball or riding through the Lansing river trail on her bike.



**Samantha Stemler**  
Copywriter  
< 1 year at Web Ascender

**Content Strategist**

Sam graduated from Michigan State University with a B.S. in Business Management and a specialization in Entrepreneurship. With a lifelong love of writing and language mechanics, she is Web Ascender’s resident copywriter. She enjoys using her business knowledge to tell a client’s story in a compelling and marketable narrative. Her favorite part of her job is learning about each client’s unique role and industry, and combining it with the ever-evolving art of digital marketing. In her spare time, she enjoys writing fiction, and has published seven novels and counting. An avid reader, she loves learning from all authors across all genres. When she’s not writing or reading, she enjoys traveling, drawing, skiing, craft beer, and exotic food.



**Matt Hall**  
Web & Mobile Development  
~10 years at Web Ascender

**Your Custom Developer and Systems Security Expert**

Matt graduated from Michigan State University with a B.A. in Interdisciplinary Studies and a Minor in Computer Science. Matt’s worn many hats on the Web Ascender team, from designing websites, to building web applications, to doing server system administration. He’s even used his marketing skills to help increase revenue of our Boast product 25%+ by split-testing and improving our pricing page. His favorite part of his job is finding innovative ways to make our client’s lives easier. Matt is a die-hard Detroit Tigers and MSU fan. He also has over 20 years of guitar experience and plays in front of a packed house weekly. Matt is the swiss army knife used by other team members to solve tricky problems.

**9. Previous Experience**

A project of this size will typically take 1 individual to outline the full project strategy and ensure it is executed successfully. This project will be run by Web Ascender’s President, Ryan Doom. We will then use 2 individuals that are both designers/WordPress experts to do the creative and page build outs; in this instance Katie Klumb and Kyle Schebor. Our team will utilize a small team of 2 to outline the new page architecture, review content, make content adjustments and that will be lead by our director of digital marketing, Stephanie Sundheimer, and one of her team members who specializes in content writing. Matt Hall will take care of any WordPress customizations and ensure the solution is secure. Ryan and Matt will be responsible for testing, quality assurance, and will ensure that all requirements have been met.

## Ryan Doom - President - Simplified CV

### PROFESSIONAL EXPERIENCE

Web Ascender - Co-founder & President

2007 - Present

As Web Ascender has grown from a team of 2 to a team of 15+, I have performed virtually every role needed to deliver websites, mobile applications, and digital marketing solutions. I have managed over 300 projects with over 250 companies; including projects for Bridgestone, Firestone, Cubic, Meritor, Michigan Hospital Association, Michigan State University, and the United Nations.

- Company leadership
- Sales and marketing
- Hire and mentor designers and developers
- Project strategy, architecture, and planning
- Project management and delivery

Artemis Solutions Group - Lead Developer

2002 - 2007

Designed and developed applications in the finance, telephony, and medical sectors.

Project highlight: Lead software architect and developer for a DNA paternity analysis software for Orchid Cellmark, the largest private DNA analysis company in the world.

- Database design and architecture
- Software design and development
- Managed a small team of developers
- Primary technologies: C#, SQL Server

Freelance Contractor

1997 - 2005

Freelance website designer and developer. Worked on numerous websites and custom development projects during high school and in college.

- Photoshop, Fireworks, HTML/CSS
- Design and developed ASP & PHP websites

### TECHNOLOGY SUMMARY

As President of Web Ascender I no longer program full-time. However, over the last 20 years I've been an expert in:

- Ruby
- C# & ASP.Net
- VB, ASP & VB.Net
- PHP
- T-SQL
- HTML
- CSS
- JavaScript
- jQuery
- JSON, XML
- Ruby on Rails
- WordPress
- DotNetNuke
- Appcelerator
- Web & Win Forms
- Windows, Unix
- MacOS, iOS
- SQL Server
- MySQL & PostgreSQL

### EDUCATION & CERTIFICATIONS

Michigan State University	College of Engineering (Computer Science)	Bachelor's of Science	1999 - 2003
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Microsoft	Microsoft Certified Application Developer	2004
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### PROFESSIONAL ACCOLADES

Small Business Association of Michigan  
Michigan 50 Companies to Watch • 2016

Lansing Chamber of Commerce  
10 Over the Next Ten Award • 2011

Greater Lansing Business Monthly  
Entrepreneurship Award (Innovation) • 2011

Microsoft Gold Partner  
Custom Development Solutions • 2008

## 10. Work Plan Summary

Abbreviated work plan included in Letter of Submittal. Detailed costs and work specifics included further down in the proposal.

MARCH	APRIL	MAY	JUNE	JULY
<ul style="list-style-type: none"> <li>* Discovery</li> <li>* Strategy</li> <li>* Research</li> </ul>	<ul style="list-style-type: none"> <li>* Sitemap</li> <li>* Design</li> <li>* Interviews</li> </ul>	<ul style="list-style-type: none"> <li>* Content</li> <li>* Development</li> <li>* Testing</li> </ul>	<ul style="list-style-type: none"> <li>* Content</li> <li>* Development</li> <li>* Testing</li> <li>* Training</li> <li>* UAT</li> </ul>	<ul style="list-style-type: none"> <li>* Development</li> <li>* Training</li> <li>* Security Audits</li> <li>* Testing</li> <li>* UAT</li> <li>* Accessibility</li> <li>* Hosting</li> </ul>
Ryan D. Katie K. Stephanie S.	Ryan D. Katie K. Stephanie S. Samantha S.	Ryan D. Katie K. Stephanie S. Samantha S. Kyle S.	Ryan D. Katie K. Stephanie S. Samantha S. Kyle S. Matt H.	Ryan D. Katie K. Kyle S. Matt H.
<b>Production Launch August 2018</b>				

Signature:



## 2. Checklist for Responsiveness

Ryan Doom has marked Web Ascender's confirmation of deliverables.

R.D.	<b>EXHIBIT B</b> <b>CHECKLIST FOR RESPONSIVENESS</b>
YES Feb 7.	<input type="checkbox"/> Proposal was submitted on or before _____.
YES	<input type="checkbox"/> Required number of proposal copies were submitted.
YES	<input type="checkbox"/> Proposal was formatted into eight major sections: Letter of Submittal, including signed Certifications and Assurances; Checklist for Responsiveness; Detailed Website Redesign Proposal; Cost Proposal; Certificate of Compliance with Public Act 517 of 2012; Request for Taxpayer Identification Number and Certification; References; and Performance Bond and Payment Bond, if required.
YES	<input type="checkbox"/> Respondent meets the following qualifications: <ol style="list-style-type: none"> <li>1. Licensed to do business in the State of Michigan.</li> <li>2. Will comply with the Certifications and Assurances set forth in Exhibit A.</li> <li>3. Submit proposals as specified in this RFP.</li> </ol>
YES	<input type="checkbox"/> Letter of Submittal and Certifications and Assurances were signed by an individual authorized to bind the Proposer to a contractual relationship, e.g., the President or Executive Director of a corporation, the managing partner of a partnership, or the sole proprietor of a sole proprietorship.
YES	<input type="checkbox"/> At least three (3) references from three (3) clients have been provided.
	<p>NOTE: "Yes" answers must be given to each element above for the proposal to be considered responsive.</p>

### 3. Detailed Website Redesign Proposal

Web Ascender has outlined your key requirements as presented to us and provided our affirmation of understanding and acceptance to deliver those features to Isabella County.

#### Scope of Services as requested by Isabella County

- ✓ 1. The new website will continue to be on the domain [www.isabellacounty.org](http://www.isabellacounty.org)  
Web Ascender will work with you to get an SSL certificate to secure the content moving to and from the website. The ultimate new URL will be <https://www.isabellacounty.org>
- ✓ 2. Web Ascender will go through our design discovery experience with Isabella County. We will do nationwide research and review numerous websites together outlining the best concepts of each and collaborating to come up with what traits you like in a site and what type of design will fit your organization. From this information we will be able to create a design concept unique to Isabella County. We will make revisions to this concept until you absolutely love it.
- ✓ 3. The new website will have easy to use navigation and search features. It will be designed for and tested on multiple browsers and device sizes including: Chrome, Firefox, Safari, Internet Explorer and iOS/Android tablets and phones. Your site will work well on any modern/updated device or operating system. There is an expectation that the visitors will keep up with their own operating system security patches. Failure to timely install security updates and keep up with recent releases may affect how the site is viewed.
- ✓ 4. The website will be designed and developed with accessibility standards in mind. Web Ascender will use both automated and manual testing to confirm compliance with accessibility best practices. We've also provided an option for monthly website accessibility scans. As your team continues to add and edit content the software will analyze the pages for compliance. The website will be tested against WCAG 2.0 A standards.
- ✓ 5. The website will have a fully searchable calendar that can be managed by anyone who has the proper permissions on your team. The calendar will also have specific categories that can be used to filter and options to connect meeting agendas and minutes.

The calendar will also have a feature to mark an event as *rescheduled* this will then show the event on your website homepage to comply with Michigan Open Meetings Act: “for a rescheduled regular or a special meeting of a public body, a public notice stating the date, time, and place of the meeting shall be posted at least 18 hours before the meeting in a prominent and conspicuous place.”

- ✓ 6. Web Ascender will work with Isabella County to provide simple and easy ways for your team to post content and updates to increase transparency and provide information to visitors online.
- ✓ 7. The new website will come with an easy to use form builder. Web Ascender will setup initial forms on your website but your team will be trained on how to make forms using the drag and drop form builder directly through the website. This can collect text fields, multiple choice, file uploads, and even process credit cards if needed. Select information can be saved to an online database and emailed to specific individuals.
- ✓ 8. Web Ascender will review options for how Isabella County will communicate with your members via email. This may end up being directly through the website or by leveraging a reasonably priced 3rd party solution like Mailchimp or Active Campaign. Regardless of direction Web Ascender will configure the site to allow visitors

to opt-in to specific alerts and email messages from the County.

- ✓ 9. Web Ascender will meet with key stakeholders and department heads to review and assess existing content and future needs. A review, edit, and migration plan will then be executed to bring over relevant content into the new website.
- ✓ 10. Each Department will have a uniquely branded section that fits within the global brand of the website. Each Department will have the ability to manage their own key areas of information and have some flexibility with content but will be required to stay within the global brand guidelines of the County website.
- ✓ 11. Web Ascender understands that your GIS offering is top notch and that you will want to showcase that information and its capabilities. Our team can make sure this information is easy to find and that it is linked to or embedded in the site effectively. Web Ascender doesn't expect to have to custom code any integrations for this to happen.
- ✓ 12. Content can be scheduled for release in the future or set to expire on a specific day / time for archival purposes.
- ✓ 13. You will be able to directly upload photos and video media to the website and also leverage 3rd party services like YouTube, Vimeo and others if you wish.
- ✓ 14. Your website will be configured with Google Analytics to track visitor activities. If you would like more advanced analytics and heatmap depictions of each page we will also integrate CrazyEgg which is a 3rd party component that does have an additional monthly fee.
- ✓ 15. Web Ascender will make an SEO plan during the discover and strategy phases and then follow SEO best practices during the implementation of the website. We'll implement necessary title, header, metadata, keywords, and content for optimization and audit this prior to going live.
- ✓ 16. The suggested content management system (CMS) will make it easy for non technical staff to edit and manage your website. No knowledge of HTML/CSS will be required. Content editors can also be assigned specific roles to limit access to specific pages and information that can be edited.
- ✓ 17. The CMS will have spell check and also a draft / preview process. The CMS will also version your content updates making it easy for you to "roll back" content changes if needed.
- ✓ 18. A special post type will be made to allow Isabella County to easily make an emergency notice or alert that can be seen throughout the site. This will be able to be done with just a couple clicks and most site editing features will be available on a smartphone or tablet.
- ✓ 19. A detailed log of who edited what including a "diff" will be available. A web report will be available for administrators to quickly see what pages have been updated by who and when.
- ✓ 20. Trained staff with appropriate permissions and the IT team will be able to create and manage pages. The CMS will manage the overarching design style and layout. The editor only needs to worry about the content that is needed for the page. No design, HTML, CSS experience is required.
- ✓ 21. The site will be tested regularly by our team during development. Once we are about halfway through the project a live web link to our development server will be available to your team. We'll use this to do frequent review of features for your approval. Prior to completion our team will review each page and re-review the requirements and sign off on them. Your team will also have time for UAT / user acceptance testing to review

and test the features. Towards the end of our project Web Ascender will do a full SEO, accessibility, and feature audit. Prior to launch Web Ascender will go through our 50+ point “go live checklist.”

- ✓ 22. Our team will provide at least 2 training sessions to the County. Throughout the project and during reviews our team will be introducing your key stakeholders and IT staff to the editing tools. Towards the end of the project we’ll hold an official training session for Department heads and your IT staff. This training can be delivered at your location in a room that will accommodate your team size. These sessions will be recorded for your future use.
- ✓ 23. Web Ascender will provide written training documents for routine tasks performed by your users. We’ll do a large in-person training to your team and record these sessions. Web Ascender will also provide access to our video training library which has deeper dives into specific components like the form builder and page editor.

## Technology

Web Ascender has worked with many content management systems over the years including: WordPress, DNN / DotNetNuke, Joomla, Drupal, Expression Engine, and Magento. Our team has developed experience in many underlying technologies like: PHP, ASP.NET, C#, and Ruby on Rails. When it comes to a great platform for building high-quality websites in today’s day and age, WordPress is unmatched.

### WordPress

WordPress currently runs over 30% of the internet and continues to grow everyday. WordPress is an underlying foundation for a website that allows you to manage your content through a simple-to-use web interface. This gives us quick access to lots of features that you regularly see on the internet without having to build everything from scratch. However, WordPress also gives us the flexibility to create the exact design aesthetic that we want to create for Isabella County.

### No Vendor Lock-in

When you speak to our references you’ll learn that Web Ascender provides exceptional customer service. Many of our first clients are still clients today. However, all of our clients choose to be our clients each and every month. They have no obligation to work with us, and that’s a freedom we believe to be very important.

When a customer invests in a solution we believe that they should own the rights to do what they want with that solution. They should have the ability to work with another vendor if they so choose, or move the hosting to their own servers, or have access to customize features on their own if they want. For this reason we leverage open source technology to build all of our products. Sure, we’ll build custom designs, and custom plugins but using a foundation like WordPress gives you unlimited future potential. No single company can keep up with the innovations and advancements that have been coming from the WordPress community.

Plus, no long term contracts or commitments with your vendors. The money you invest buys you something you own. Whereas with other municipality solutions you are paying large fees to just rent your website. You don’t own it and can’t take it with you if you want to discontinue your relationship.

### Outline of features that we will setup



Web-based content management system



News, and structured website content



Document management and user access control



Web-based contact forms with email notifications



User registration and staff only areas



Ability to pay by credit card online. E-commerce or submit with a form.



YouTube, Vimeo, and onsite photo/video content



Event calendar and online registration



Department contact and staff directories



Social media integration: Twitter, Facebook, Instagram



Website statistics and access analytics



Meeting and agenda management



Park / pavillion reservations



Links to specific BS&A Software systems



Bid posting and management



Detailed page and document search



Active directory authentication



Email, mailing list registration and notification platform



Custom online form designer



Automatic intrusion detection and security hardening



Plus requirements outlined by Isabella County outlined above.

## The Web Ascender Process

Although Web Ascender has a lot of municipality experience, it's not the only thing we do. Because our team works with a variety of clients in many different industries we are in a unique position to build you a website that is compelling, effective, and unique. Best of all, we use world class open-source tools which prevent you from any "vendor lock-in" or old, un-maintained, proprietary technology.

Web Ascender uses our Launch + Growth process, which has been proven to provide website and digital marketing success time after time. Unlike most companies and freelancers, who are still figuring out how to approach projects and are regularly winging it, the Web Ascender process provides a framework for your success from project start to finish, and the future. The most important part of our process is learning from each project and re-incorporating that back into our process for future projects. After 300+ projects and 10 years of process improvements, our output, client happiness, retention, and overall success rate is unrivaled.

### Launch + Growth

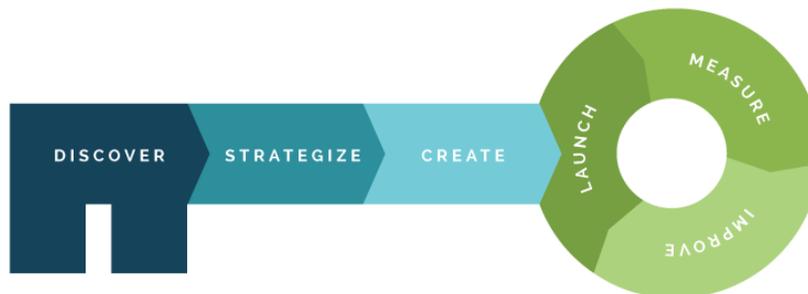
How most agencies and organizations tend to think about their website is wrong. It's too often thought of as a single, one-time event. The results of this limited thinking often leads to very minimal gains and a process of redesigning the website completely every couple of years as people get tired of the old design or it fails to actually deliver on the company goals.

Web Ascender obsesses about the continuous improvement of our own business processes and website marketing, and now use this process to continuously improve our client's web and digital marketing influence.

Oftentimes, even the original goal is wrong. Many organizations just want a new website. Is that really what is most important, or is your goal to better communicate with prospects, increase traffic, get more leads, make more sales and have more happy customers? Those are the types of goals we like to set for our projects.

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### Launch + Growth Process



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## LAUNCH PROCESS

### Discover

When we start your project we will begin with analyzing at least the following:



**Who you are as an organization** - Understand the fundamentals of Isabella County and how you operate. What services do you want to offer online to help your neighbors.



**Who is your audience** - We'll dive deeper into your local community and the general profile of your visitor. Web Ascender will learn more about how Isabella County positions itself and how different services should be made available to different audiences.



**Competitive analysis** - You don't really compete with anyone but we'll still do a detailed analysis of other municipalities at a national level and outline what we think is working successfully for them and what is not.



**Goals** - We will discuss your end goals for this project and frame all of our future activities on how they ultimately relate back to achieving your specific project goals.



**Sales process** - Web Ascender works closely with organizations to design and build a complete sales and marketing funnel. You don't specifically "sell" but you do have visitors who need to find information, learn more about it, and in many cases fill out an online form or make a phone call. We'll discuss specific strategies on how to move people through this process.



**User experience (UX) research** - Although our team has delivered hundreds of projects, we still start every project with user experience research. We want to understand what strategies are currently being employed in your niche and what modern experience design methods can benefit Isabella County. National City / County research.



**Keyword, SEO, and analytics analysis** - How does Isabella County currently perform with the search engines. Are you coming up on page 1 for key terms and phrases, or are you nowhere to be found? We will do a baseline analysis of your current search engine position and review current analytics.

## Strategize

Once we understand Isabella County a bit better, we'll outline your specific strategy.



**Goals** - Your goals will be outlined in our project management system for everyone to easily reference at all times. To us "a new website" is not a strong enough goal. We would like to have multiple factors we can use to measure the success of your project.



**Personas** - Our team will create reference sheets that outline the typical demographics, browsing habits, education, and other significant details that embody the most common visitors of the Isabella County website.



**Messaging & Content Strategy** - Web Ascender will outline what key elements from your products and services will help persuade your audience to take the next step. We'll outline what the voice of Isabella County will sound like and how that will be used with your online brand.



**Search Engine Optimization** - Web Ascender will make a plan for the Isabella County website to have critical elements of a well rounded initial SEO strategy.. This will include properly planned title tags, keywords, content density, cross-linking and other specific strategies to help you perform better with search engines.



**Information Architecture** - This is the process of outlining what pages will be on your website, where they will be located, and what key elements should exist on each of those pages. This will provide the overall structure for the new Isabella County website.

This process will start with a series of interviews of key Department stakeholders and a complete review / audit of your existing content.

## Create

Once the plan has been made we can get to work implementing that plan.



**Wireframing** - Web Ascender will make black and white sketches of all the key pages throughout the site. The wireframe will follow the information architecture plan and outline what components will exist where on each page and establish the overall constraints of the design.



**Content Authoring** - Web Ascender isn't expecting to draft a ton of new content from scratch. However, we will work with each of your departments to review what content exists now and work to determine what additional information should exist on the site. During these interviews we'll discuss topics in more detail and author a little new content as needed and move already effective content into the new website.



**Design** - After the wireframes have been reviewed and accepted many of the hard decisions have already been made. The design process takes the intent of your wireframes and turns them into a beautiful design that matches the brand of Isabella County. We'll review this with you and make adjustments for you at this stage until you love it.



**Development** - Once the design and content is available our team will bring this all together for the actual construction and implementation of the Isabella County website. This includes setting up an awesome content management system like WordPress and implementing blogs, contact forms, and other specifics to your project.



**Training** - We will provide Isabella County with hands-on training that will enable your staff to handle all of the day to day content edits and improvements. You will also be provided with a video recording for future reference and access to our library of WordPress training videos. For key day to day activities like posting calendar events or an alert we will provide a written worksheet.

## Launch



**UX testing** - Our team will set up multiple user scenarios to be tested on the website. We implement what is referred to as “hallway testing” at Web Ascender as a part of every project. This uses staff members at Web Ascender who are not actively involved in your project to serve as experience testers. You may also use our scenarios with your own team or hire us to establish a focus group and do more extensive user testing. At this time your team will also be able to do your user acceptance testing (UAT).



**Quality assurance** - Web Ascender performs many tests on your website prior to launching it live to the world. This includes: walking through the site manually to test all the key features, auditing the SEO strategy, testing your site for ADA/WCAG/Section 508 compliance, testing on modern web/mobile devices in multiple browsers, and going through more than 50 other items that are a part of our go-live checklist. Part of this checklist is setting up redirects from any of your current page paths to the new location on the new site. If anyone has a page bookmarked it will redirect them to the appropriate area, this is also critical to retain search engine position and help the crawlers re-index your website.



**Hosting** - Web Ascender can provide you with hosting and a WordPress security and upgrade plan to better future proof your website. Or, you can establish your own hosting and maintenance plan, and we can package up your site and provide it to the hosting company of your choice. You’ll find in general we are flexible and work well with others.

## GROWTH PROCESS

### Measure

The majority of what we will implement during the creation phase has been done based on years of our experience and industry best practices. We will have made a lot of assumptions on how your visitors will use your website, what content they will access, and what they will do next. But what if we didn’t stop there? What if we used the scientific method to regularly make your website perform better, and moved beyond assumptions?



**Review analytics and what we are measuring** - Common analytical tools we implement and configure for specific tests include: Google Analytics, CrazyEgg, Hubspot analytics, and SEMrush.



**Think of interesting questions** - We have an understanding of what we are trying to get visitors to do - based on what we can understand, what other questions or content can we test and improve?



**Formulate hypothesis** - Outline the specific hypothesis. What is the scenario, what change do we think we could make, what outcome from that change do we expect?



**Develop testable predictions** - What data will we use to measure and determine the success or failure of this change? Alterations made to the site should be accompanied by the specific metrics that will be utilized.

## Improve



**Implement changes based on the hypothesis** - Make the recommended changes based on the hypothesis. This could be reorganizing a page, changing text, using different images, testing different call-to-actions, contact forms, and much more.



**Configure metric tracking** - Oftentimes these tests require much more than just looking at Google Analytics. We'll implement user heatmaps of what parts of the site the user is reading, or create tracking for doing A/B split tests. What needs measuring?



**Launch those changes and get back to measuring** - This process is cyclical. Once these improvements have been launched, we'll regularly review the progress and determine to keep them, revert, or implement future adjustments.

# 4. Cost Proposal

## One-Time Project Effort

### Assumptions:

- Google has over 5,000 unique pieces of content indexed on the current Isabella County website. That’s a mix of website pages and linked documents that will need to be reviewed, interpreted, and potentially migrated. No small feat.
- Web Ascender has estimated that we’ll need to meet with 10 - 20 department stakeholders. We expect these meetings to average about 60 minutes and 2 team members from Web Ascender will attend. Our team will have already pre-reviewed the department and content to provide suggestions and ask relevant questions. We’ll plan to do most of these in person, but if needed we will schedule phone/video conferences.

### Project Effort Grid & Expected Timeline

TASK	MARCH				APRIL				MAY				JUNE				JULY				HRS	RATE	TOTAL
WEEKS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20			
PM / Client Status Meetings	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	20	\$125	\$2,500
DISCOVERY	16	16																			32	\$125	\$4,000
STRATEGY			16	16																	32	\$125	\$4,000
CREATE																					0	\$125	\$0
Wireframes					8	8															16	\$115	\$1,840
Design							20	20													40	\$115	\$4,600
Theme									16	16											32	\$115	\$3,680
Content Pre-Review / Outline					8	8	8	8													32	\$115	\$3,680
Content Interviews (<20 Depts)					16	16	16	16													64	\$125	\$8,000
Content / Page Building									24	24	24	24	24	24	24	24	4	4	4	4	184	\$100	\$18,400
Outlined Muni specific features									10	10	10	10	10	10	10	10	10				80	\$125	\$10,000
Training													1	1	1	4	4				11	\$125	\$1,375
Testing													1	1	1	1	1	4	4		13	\$125	\$1,625
LAUNCH																		8	8		16	\$125	\$2,000
TOTAL																							\$65,700

**PROJECT PRICE: \$65,700**

**Launch: Early August**

- Web Ascender recommends budgeting a few thousand dollars to acquire some local professional photography. Existing photography can most likely be purchased from local photographers or we can use that budget to have Web Ascender come out and take some photos and do some aerial photography.
- Web Ascender expects that we'll need around \$500 in WP Plugins and possibly \$500 of misc. stock photography. This is included in the above price.



### **Satisfaction Guarantee**

The Launch + Growth process takes us through activities that gives Web Ascender a deeper understanding of your audience and overall brand aesthetics. During the design phase we will make revisions to your design concept until you are 100% satisfied.



### **Money Back Guarantee**

If at some point during this project you are not satisfied with where things are going and you want to go in a different direction, we won't stop you. We'll review what has been delivered to date and refund any pre-payments or payments already paid for a future milestone.



### **Project Warranty**

Web Ascender certifies that your website will be free of any technical defects for a period of 60 days. Defects are briefly defined as anything causing your website to crash or error as well as anything that was working swell on the staging server but now isn't on production.

## Monthly Services (Optional)

Web Ascender does not require any long term contracts. If you wish to transition hosting from our servers to yours, you may do so at anytime.



### Website Hosting

If you are interested in hosting with Web Ascender we can provide additional documentation of all the specifics. In short, it's \$100/mo and it includes both hosting and regular WordPress security / plugin updates. Server snapshots and offsite backups nightly. Virtually un-metered bandwidth for legit business purposes and up to 50GB of data storage. This also includes uptime monitoring services, if your site goes down we'll be notified automatically within 5 minutes. Hosting also includes an SSL security certificate.



### WordPress Management (if you host yourself)

If you opt to host on your own, Web Ascender can provide monthly WordPress security, plugin review and upgrades. This can be automated but we prefer to determine the time of day they get installed to be available just in case there is any issue with the upgrade. \$50/mo.



### Growth / Support

For the first 6 months Web Ascender suggests you budget 5 hours a month for Growth / support services. For Isabella County this will most likely be phone call, email questions and assistance with adding some pages or implementing some additional features. This gives us time each month to dedicate to you and your project. \$500/mo



### Newsletter / CRM

We suggest using an external platform for actually sending the mass emails and notifications. These systems specialize in compliance and email delivery. Mailchimp would range from free to \$50/mo based on your assumed usage. If you want to have more of a contact database and CRM, Active Campaign is a great choice and provides a lot more features than just email notifications. \$50 - \$100/mo to get started. Sending directly from the system is an option, but the interface of Mailchimp for sending notifications is second to none.



### Monthly Accessibility Testing

Web Ascender has a tool that we created that does monthly accessibility scans. It actually does all of the following: automated accessibility testing, SEO review, spell checking, & broken link checking. Our product [www.webaccessibilitytesting.com](http://www.webaccessibilitytesting.com) is currently in private beta. \$50/mo



### Crazy Egg

If you are interested in having more detailed analytics such as a heat map of how much time a user spends on specific areas of a page then you can add on Crazy Egg for \$30 - \$200/mo depending on how much data you want to actually track and keep.

**5. Certificate of Compliance with Public Act 517 of 2012**

Attached on the following page - Notarized Exhibit C

# 6. Request for Taxpayer Identification Number and Certification

Attached on the following page - Atriage Software LLC W9

## 7. References

Web Ascender has 100+ testimonials including some video testimonials here:

<https://www.webascender.com/testimonials/>

### Municipality Project References

Here are some specific municipality project references. These have many similar features that you are looking to achieve. City of Wyoming is the most sophisticated and has lots of custom features to integrate with their own backend systems that we were able to include during the creation of their website.

**Jessica Unangst**

City of Owosso

Director of HR & Admin Services

[Jessica.Unangst@ci.owosso.mi.us](mailto:Jessica.Unangst@ci.owosso.mi.us)

Office: 989.725.0552

301 West Main

Owosso, MI 48867

**Christy Sochay**

Watertown Township

Deputy Clerk

[CSochay@watertowntownship.com](mailto:CSochay@watertowntownship.com)

Office: 517.626.6593 x201

12803 S. Wacousta Road

Grand Ledge, MI 48837

**Pat Firestone**

City of Wyoming

Director of IT

[firestonep@wyomingmi.gov](mailto:firestonep@wyomingmi.gov)

1155 28th St. SW

Wyoming, MI 49509

Office: 616.249.3404

### 3.4 Related Information

Question 1 & 2. Web Ascender has not contracted with Isabella County in the past nor have we had any staff or employees work or contract with Isabella County.

Question 3 & 4. Web Ascender has not defaulted on a contract or project due to lack of performance or breach of agreement. We have never been sued or had any threats of litigation.

**Thanks, we appreciate the opportunity to bid on your project.**

**Any questions or concerns can be directed to Ryan Doom**

**[ryan.doom@webascender.com](mailto:ryan.doom@webascender.com)**

**517-455-7837x101**

# CLIENT AGREEMENT

Between us WEB ASCENDER and ISABELLA COUNTY

## Summary:

We'll always do our best to fulfil your needs and meet your expectations, but it's important to have things written down so that we both know what's what, who should do what and when, and what will happen if something goes wrong. In this contract you won't find any complicated legal terms or long passages of unreadable text. We've no desire to trick you into signing something that you might later regret. What we do want is what's best for both parties, now and in the future.

So in short;

You (ISABELLA COUNTY), located at:

are hiring us (WEB ASCENDER) located at 2090 Jolly Rd. STE 100, Okemos MI 48864 to design and develop a web site for the estimated total price of \$65,700 as outlined in our above correspondence.

## Payment:

For this project ISABELLA COUNTY will pay WEB ASCENDER upon completion of the following project Milestones:

- Milestone 1 (Discovery/Strategy): \$10,500
- Milestone 2 (Wireframes/Design/Theme): \$10,120
- Milestone 3 (Muni features implement) \$10,000
- Milestone 4 (Content Interviews, Content Outline & Adjustments): \$11,680
- Milestone 5 (Page Buildouts): \$18,400
- Milestone 6 (Final Training & Launch) \$5,000

## What do both parties agree to do?

You: You have the authority to enter into this contract on behalf of yourself, your company or your organization. You'll give us everything we need to complete the project as and when and in the format we need it. You'll review our work, provide feedback and approval in a timely manner too. Deadlines work two ways, so you'll also be bound by dates we set together. You also agree to stick to the payment schedule.

Us: We have the experience and ability to do everything we've agreed with you and we'll do it all in a professional and timely manner. We'll endeavour to meet every deadline that's set and on top of that we'll maintain the confidentiality of everything you give us.

# Some of the details

## Design

We create look-and-feel designs, and flexible layouts that adapt to the capabilities of many devices and screen sizes. Based on our website proposal our team will not present multiple different design concepts. We will work iteratively towards a design concept that you will review, provide feedback and after a couple of rounds of revisions love and approve. The creative concepts for the homepage and inner page will then serve as the overall ‘design atmosphere’ and additional mock-ups or concepts may be delivered directly with HTML/CSS or within the content management system. You’ll have plenty of opportunities to review our work and provide feedback. We’ll share our work with you via web links, TeamWork and possibly Dropbox. If, at any stage, you’re not happy with the direction our work is taking, you’ll pay us in full for everything we’ve produced until that point and may cancel this contract. If after approving the direction of the ‘design atmosphere’ you change your mind and we have to revisit the overall creative direction of the site it will affect your estimate and overall cost.

## Text content

Unless agreed upon otherwise you are ultimately responsible for the authoring of any text content on your website. Our team will help provide direction of the content but you will ultimately deliver this to us in a single Word or Google document including any necessary images, PDFs or supplemental documentation. If you’d like us to write content we can provide a separate estimate for that service.

Web Ascender will be working with specific department stakeholders to review content, make high-level edits, cut out content, provide suggestions. Our content services are not intended for us to be writing all new content for all the sections of the website.

## Photographs

You should supply graphic files in an editable, vector digital format. You should supply photographs in a high-resolution digital format. If our team will be utilizing stock photos we can provide suggestions and links for you to acquire the necessary stock photos. A typical stock photo is \$15 for use on your website. If you are interested in having a professional photographer take original photos for your website we can provide you a referral to one of our recommended photographer partners.

## HTML, CSS and JavaScript

We deliver web page types developed from HTML5 markup, CSS2.1 + 3 stylesheets for styling and unobtrusive JavaScript for feature detection, poly-fills and behaviours.

## Browser testing

Browser testing no longer means attempting to make a website look the same in browsers of different capabilities or on devices with different size screens. It does mean ensuring that a person's experience of a design should be appropriate to the capabilities of a browser or device.

## Desktop browser testing

We test our work in current versions of major desktop browsers including those made by Apple (Safari), Google (Chrome), Microsoft (Internet Explorer), Mozilla Firefox and Opera. We'll also test to ensure Microsoft Internet Explorer 10 for Windows users get an appropriate, possibly different, experience. Our team will provide a simple attempt to provide a usable product in older versions of Internet Explorer but we won't test in other older browsers unless you specify otherwise. If you need an enhanced design for an older browser, we can provide a separate estimate for that.

### Mobile browser testing

Testing popular small-screen devices is essential in ensuring that a person's experience of a design is appropriate to the capabilities of the device they're using. We test our work in: iOS: Safari, Google Chrome Android 4.x: Google Chrome and Firefox

We currently don't test Blackberry, Opera Mini/Mobile, Windows Phone or other mobile browsers. If you need us to test using these, we can provide a separate estimate for that.

## Changes and revisions

We will try to be accommodating of basic changes during the project. If you make drastic changes to already reviewed and approved work we would expect you to understand if we request additional budget for the project. However, we do try to accommodate as much of your feedback as we can throughout the process – but the earlier you can provide feedback the better. If new ideas and features come up during our conversations that would not be included in this project we will let you know and provide you an additional estimate for those features.

## Copyrights and ownership

First, you guarantee that all elements of text, images or other artwork you provide are either owned by your good selves, or that you've permission to use them. Any content you provide will remain your property.

The products that we create are typically based upon years of our hard work and existing Web Ascender intellectual property, licensed software or derivatives of freely licensed open source software. All inventions, improvements, website development and technical development will remain the property of Web Ascender. You will have an unrestricted license to use, modify and redistribute all of the provided materials as long as they do not conflict with any existing software licenses. You will be entitled to all original designs, source code and databases used in the creation of the product. You will have the right to use provided documents and code with future vendors after this agreement is terminated without permission from Web Ascender.

## Approving your project

It will be your responsibility to thoroughly review your project and give us the official thumbs up prior to launching it live to the world. Launching your project live is the signal to us that we have completed all of the objectives that we have set out together to complete. If there is anything in your mind remaining to be completed with the project you must document this and notify us of this prior to launching the website live. After the project is launched Web Ascender will warranty our work and fix bugs causing the system to crash free of charge, if these issues are submitted within 60 days. Changes to how a feature functions or an issue with a 3rd party framework, component or plugin will not be covered under this warranty. Your project is not guaranteed to be future proof. Website browser will continue to evolve, new operating system releases will come out, device features change rapidly.

## Our Liability

Your project will be built upon platforms, frameworks and 3rd party components that Web Ascender has no direct control over. Due to this we cannot guarantee that your project will work 100% now and in the future. Requests to look into any major issues will be evaluated and an estimate of effort delivered for your review. Should some incident occur you agree that Web Ascender's maximum liability under this agreement for all damages, losses, costs and causes of actions from any and all claims shall be limited to the lesser of (A) the total amount of service fees actually paid by you to Web Ascender for the six month period immediately preceding the date on which the damage or loss occurred or the cause of action arose or (B) an amount agreed upon between Web Ascender and Client or (C) proven direct damages.

## Non-hire

Web Ascender has worked hard to assemble a great team of professionals to service our customers. By agreeing to work with Web Ascender you agree not to solicit or try to hire any members of our team for a period of 1 year after your most recent paid invoice. Web Ascender also agrees to do the same during that period.

## Finally

Just like a parking ticket, you can't transfer this contract to anyone else without our permission. This contract stays in place and need not be renewed. If for some reason one part of this contract becomes invalid or unenforceable, the remaining parts of it remain in place.

Although the language is simple, the intentions are serious and this contract is a legal document under exclusive jurisdiction of Ingham County, Michigan courts.

### **Signed by and on behalf of WEB ASCENDER**

Name: Ryan Doom

Date:

Signature:

**Signed by and on behalf of ISABELLA COUNTY**

Name:

Date:

Signature: