

Project Proposal

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Client:	Irish Crafted Instruments
Submitted by:	Jonathan & Lisa Lomax – Format.ie
Project Type:	Design, Develop & Maintenance of Website irishcraftedinstruments.com



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1. Understanding the Project

Format.ie has been asked to quote for the design and build of a new e-commerce responsive website for Irish Crafted Instruments.

2. Format.ie Background

Format.ie is a team run by Jonathan & Lisa Lomax in Ballintrillick, County Sligo. Format.ie has had a presence as a web developer, site optimizer, social media influencer, digital marketer and content writer in Sligo since 2008.

Jonathan, originally from Mullaghmore, has worked with 'the web' since 1995 when he was an in-house trainer with Unilever Plc at their head office in London. Here he trained staff on Net Objects Team Fusion for maintaining intranet sites.

He has over 20 years' experience on a wide variety of web design & and web-related projects in Ireland, the UK, France and Holland. He tutors advanced web design training for ETB in Sligo and is currently a Mentor for Sligo Enterprise Board.

Lisa, from the UK, is a graduate from Oxford Brookes University with a Degree in French and German with Business Studies. Her career encompasses marketing, PR and business development for legal, financial, media and recruitment sectors.

She has worked for INSEAD (The European Institute for Business Administration) in Paris and ITV in London for over 20 years and spent a year as Tourist Advisor in the tourist office in Rochefort (l'office du tourisme de Rochefort) on the west coast of France as part of her university degree.



As part of the Format.ie team, we work alongside a specialist videographer as many of our clients require videos as part of their design and marketing plans.

We also have on hand a graphic designer that works closely with us.



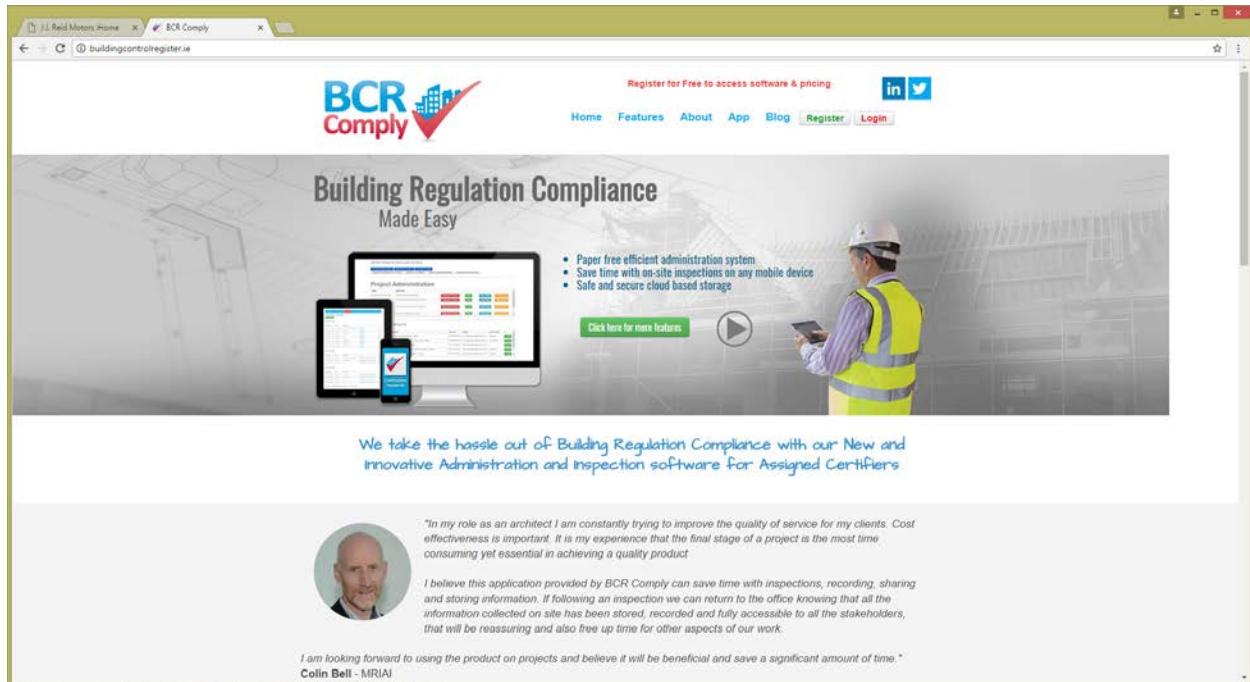
3. Our Websites

All Format.ie websites are built today with the following as a base:

- Responsive / mobile-friendly
- Current best practice guidelines for HTML, PHP and MySQL
- Social media integration / share buttons
- Content management system (CMS) with on-site training & customized manual provided
- Onsite search engine optimization (SEO)
- Off-site SEO including link building
- Google Analytics
- Google Plus, Google Map, Google Business pages set up
- Online directories

4. Some Recent Websites

<http://www.buildingcontrolregister.ie>



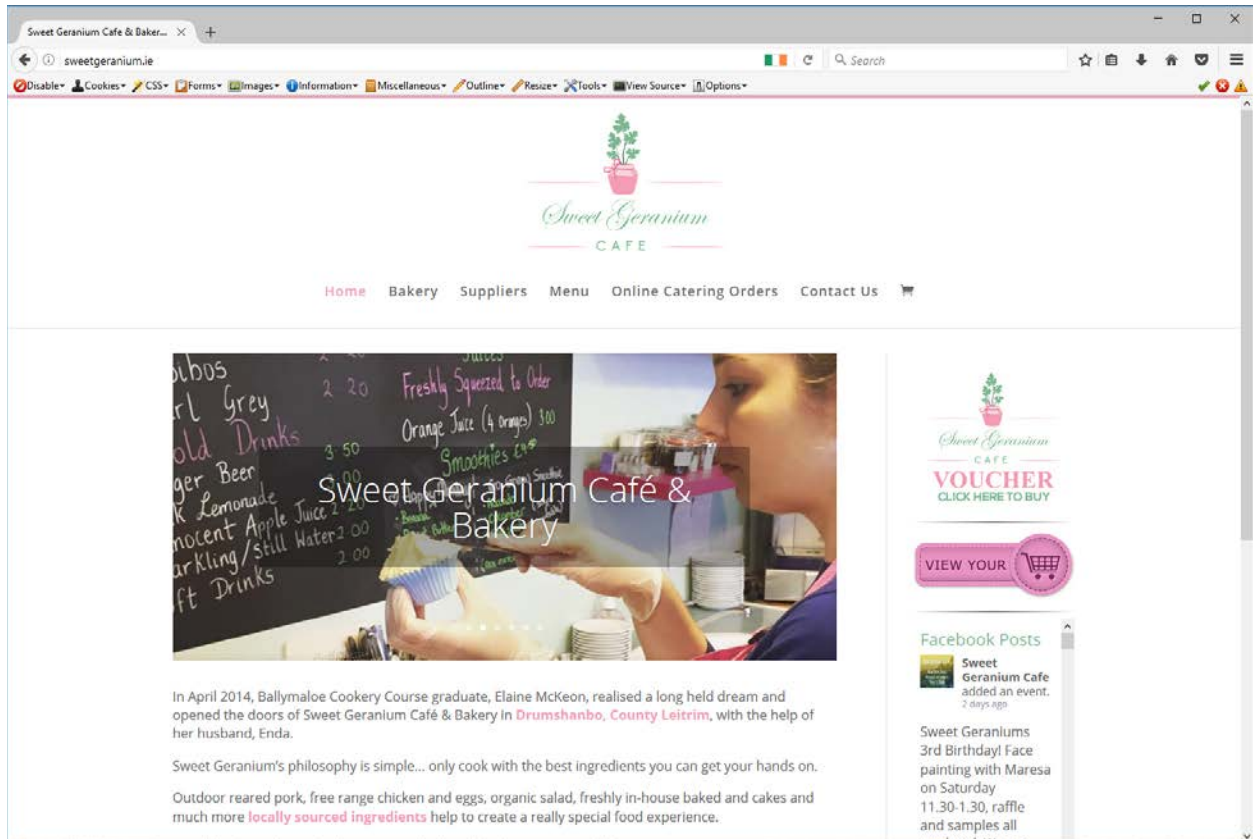
Sean required a website for a comprehensive cloud based administration system that caters for all the requirements of the newly introduced Building Control (Amendment) Regulation 2104. A web application "Construction Inspector" was developed and this allows all on-site inspections to be carried out on mobile devices and then the inspections synchronised with the backend administration software where a report is automatically created thus eliminating paperwork.

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



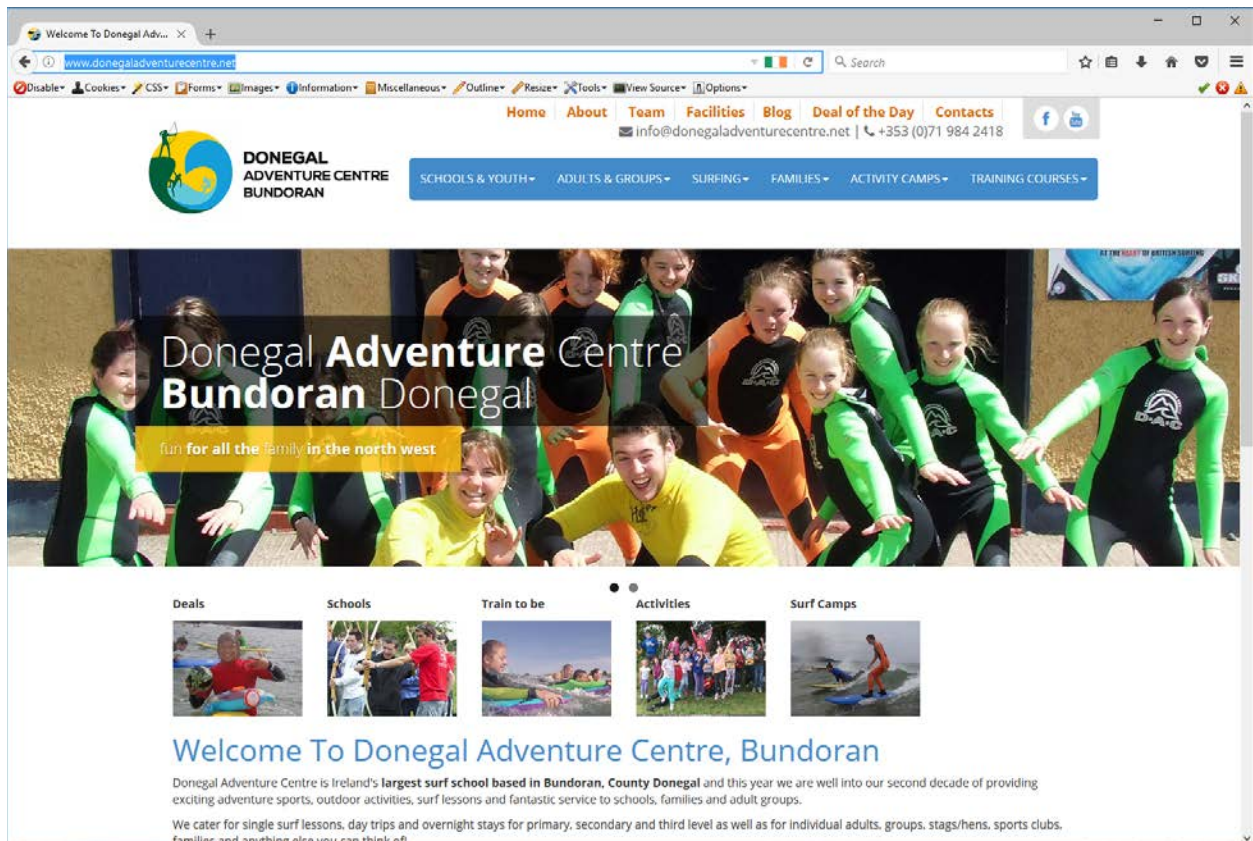
Killian from TurfnSurf Tours wanted a responsive site to draw tourists from Dublin down to Bundoran to surf, kite-surf and visit tourist attractions in the area. An e-commerce site was built for customers to book, choose their desired activities and pay on-line via the Realex payments gateway.

www.sweetgeranium.ie



Working with Elaine, Format designed and built a website for a new café in Drumshanbo. The site has an e-commerce facility for catering orders and vouchers.

www.donegaladventurecentre.net



Working with Collie, Format built an e-commerce website to promote the Donegal Adventure Centre and their many attractions.

<http://www.callantansey.ie>



Format.ie has been working with Callan Tansey solicitors since 2009. We have built and upgraded their website, work on their social media networks, Google Business and Google Plus account to maintain their position on the search engine rankings.

5. Format.ie Proposed New E-Commerce Mobile Responsive Website for Irish Crafted Instruments

Technologies

Format proposes using the WordPress framework to build the new website. Advantages for this approach include: -

1. Ease of use; Format will add an additional graphical interface into the WP dashboard making adding and editing content easy and enjoyable.
2. The built-in Blog and SEO friendliness of WordPress
3. Kept updated, WordPress is a future proof platform which can be tweaked and changed over many years. The whole design can be changed without building a new website.
4. The Open Source nature of WordPress opens the site up to a whole world of functionality.
5. The Payment Functionality of the E-Commerce site will build in the PayPal payment system.

We also build hand-coded websites that require bespoke functionality such as www.bcrcomply.com and have the skills to build the site without using any off-the-self platforms. Some of our clients prefer this approach. Format is comfortable with both methods.

Our recommendation for this project is to use the WordPress platform.

Third party technologies will be used as follows: -

1. Google will power the SEO Analytics, Business Listing, Google+, Google+ reviews, YouTube and Webmaster accounts.



2. MailChimp will power the collection of email addresses which will include subscribing, categorizing and unsubscribing as well as the creation of HTML newsletters.
3. Facebook, Twitter, LinkedIn, Instagram will be among the many social media tools to be used both on site and off site.
4. If WordPress is used to build the website, various plugins will be used to add functionality such as payment section. These plugins will be WordPress approved only.



Look and Feel

To appeal to new visitors to the site, and maintain the appeal to existing customers, the website will contain striking, visually appealing photographs & videos (permission will need to be granted by authors).

We will be suggesting a full width design with Images and Video for instant impact. Social media interaction will be a key feature throughout the site.

Lisa has worked with many clients in advising them on how to get the best from the social media tools, mentoring and setting social media up. She has recently finished a 1 year social media & digital marketing contract with www.artwoodireland.com , www.hullabaloo.ie and a 6 month contract with www.studiodonegal.ie .

She has expertise in Google Business & Google + and has recently acquired the Google Digital Garage Marketing Certificate.



Method

Format will work with Irish Crafted Instruments to create a full width, responsive design with a visual impact using both images and video (if available) to instantly “wow” the visitor. We will meet with Irish Crafted Instruments and any other nominated body at regular intervals and be available whenever required both in person and by phone / email.

The new site will be built on a sub domain where the Irish Crafted Instruments’ team can follow progress at all stages giving feedback at all times.

We aim to complete the site within 1 month time frame but will ensure we can adapt to changing requirements as they arise.

Working in sprints helps to complete tasks quickly and efficiently with regular reviewing and feedback.

Training

Jonathan is a trained IT trainer and has delivered IT training since 1994.

We can carry out training in Sligo or at our premises and we will create a full user guide. We will also be on hand to offer telephone support for the life span of the website.



Ongoing Support & Maintenance

Format will be on hand to offer full support and maintenance

There are also web hosting issues that need to be looked after including nightly code backups and security concerns which are important for a website.

Format.ie, as your website developers, will look after anything to do with your website. We will consult with you at all stages so that you remain in full control of the website.

6. Costing

- Designing & building E-Commerce fully responsive website with all required functionality.
- Content Management System to enable you to add/edit content within website
- Full User training and support Documentation
- Website SEO & Social Media Links
- Continued Maintenance for the site should any problems be identified will be provided free of charge for the site's life span.

Grand Total €2,000.00

N.B. Format.ie is not VAT registered



7. Schedules & Timelines

Format will complete the website within 4 weeks from starting the project.

We will work in sprints, completing the project in organized blocks. Each sprint will be planned and reviewed with Irish Crafted Instruments.