OUR MANAGEMENT TEAM

Simon Tesoro

OPERATIONS MANAGER

"Give a person a fish and you feed them for a day; teach that person to use the Internet and they won't bother you for weeks"

Jonathan

SOCIAL MEDIA TEAM LEADER

"Marketing is no longer about the stuff that you make, but about the stories you tell."
- Seth Godin

Davina

CLIENT SUCCESS MANAGER

"I've always believed that if you put in the work, the results will come."

Chuck Bankoff

DIRECTOR OF WEB SERVICES

"There cannot be a crisis next week. My schedule is already full."
- Henry Kissinger

TERMS & CONDITIONS

Payments

50% to be paid upfront to begin the project, balance due upon completion. You may opt to pay by check or credit card. Payments via credit card are subject to a 3% convenience fee.

Generic Legal Stuff

- This Agreement shall be interpreted and construed under the laws of California. The parties agree that any action brought by either party against the other shall be brought in California and the parties do hereby waive all questions of personal jurisdiction or venue for the purpose of carrying out this provision.

- In the event of default under this Agreement, KreativeWebworks, Inc. shall have the right to terminate this Agreement. The Client shall have no right to a refund of any kind and will be responsible for all costs and attorney fees incurred by KreativeWebworks, Inc. in connection with Client's breach of this Agreement.

- Under no circumstances shall the KreativeWebworks, Inc. or its agents be liable to the Client for any network interruptions beyond the Company's control, including without limitation, any downtime regarding computer servers or interruption of Internet service providers, or any third-party issues beyond our control.

- Kreative Webworks will make every effort to maximize client ROI based on experience and technological expertise. No specific results are guaranteed.

- Invoices are due upon receipt and will be charged on client supplied credit card, or paid by check. Unpaid invoice amounts that are more than 30 days past their due date are subject to a late charge of 1.5% per 30 days. Invoices that are 30 days past due may, at the sole discretion of Kreative Webworks, be submitted to a third-party for collection. In addition to the interest outlined above, in the event unpaid invoices are sent to a third party collection firm, Client shall be responsible for the unpaid balance due and owing plus any and all collection fees including but not limited to attorneys' fees and any other costs or expenses incurred by Kreative Webworks to collect past due amounts.

WE START TODAY

It goes without saying that we'd love to get started and have you onboard as a client. As with everything in our business, we make things as simple as possible.

Here are the next steps:

1. Click the 'sign here' button below.

2. Sign in the box that pops up to make the acceptance official.

3. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling.

Description	Price
Custom Website Development	$8,640

Chuck Bankoff
2023-08-03 11:34:35 (PDT)

Dennis Wilson
2023-08-03 11:25:00 (PDT)

Chuck Bankoff,
Kreative Webworks, Inc.

Dennis Wilson,
Richard McKenna Charter Schools

kreativewebworksinc.

MEET EVAN...

He also wanted more enrollments for his school

A FEW WORDS FROM EVAN

Our organization has used Kreative Webworks for many years. They were there with us through all of our growing pains from a struggling new business to one bursting at the seams. Our first collaborative project with them was a new website. We relied a lot on KWW's expertise through experience in the field when it comes to Online Searchability and PPC, and their back-end work really showed us impressive results. They were more than willing to help with a website overhaul when our website no longer reflected our current organization. I would recommend KWW along your side as a startup, or as an accomplished company.

-Evan Jorgensen | Califorina Pacific Schools

## Click Here to See all Reviews >>>

What's New?

Do you have an event scheduled? Let us know with as much lead time as you can. We can help get the word out, but not if we are informed at the last minute. Remember, everything has a lead time. Change in direction? Keep us in the loop at the earliest stages. We might have useful business suggestions, and a change in your direction inevitably means a change in our direction. That means that we may have to change our strategies, along with the content we produce. We don't want to squander your time working on yesterday's initiatives.

Courtesy Acknowledgements

We understand that you might be too busy to respond to us right away. We don't expect you to sit by the phone or to prioritize our emails over the dozen other things that need your attention at that moment. But emails do go into spam folders for unexplained reasons, and voicemails can get buried. The problem is, if we assume that you received our message when you didn't, we might be holding up your project waiting for a response that will never come. For that reason, we request that you immediately acknowledge that you received our message even if you can't do anything about it right away. Simply say something like *"Got it! I'll get back to you when I have the time"*. That will allow us to make adjustments to the work we have planned for you while we're waiting for you to get back to us.
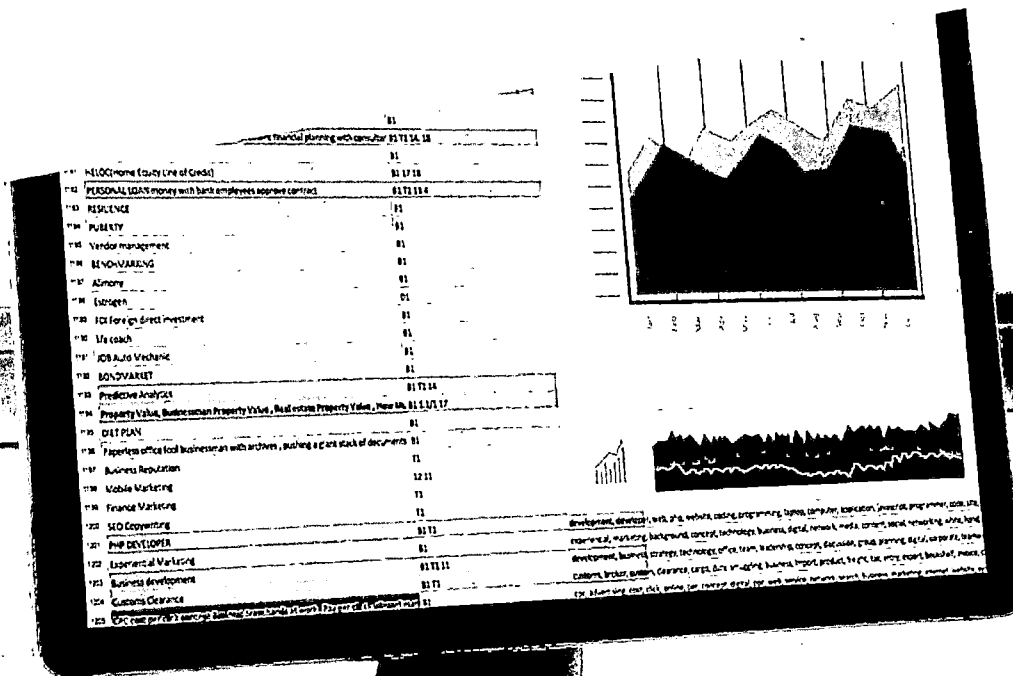
COMMUNICATION

Nothing can sabotage your results faster than poor communication. That's why we put policies in place to assure efficient two-way communication. That means it's a two-way street, and we can achieve greater success by adhering to a set of guidelines.

Open Door Policy

As our client, we encourage you to ask questions, offer feedback and provide constructive criticism when warranted. We don't restrict phone calls or emails, if our team is available when you call, we will speak with you. If you anticipate a call to last more than 10-minutes or so, we encourage you to email us first so that we can reserve enough time to get the most out of our conversation.

It's important to note that we don't typically charge by the hour, but we allocate our resources by the hour, so we strongly suggest that you forward us your questions or topics via email before calling so that we are prepared and don't unnecessarily eat into the time we budgeted for your project.

Communication Systems

We use a project management system called Teamwork. Teamwork 's project management tool can be used to send messages and share and collaborate on files, documents, and tasks. We use it to keep track of all project conversations. Teamwork uses a simple, visual interface to help individuals and teams manage their shared and personal projects and tasks. Don't worry, it's easier than it sounds. In fact, you will get all notifications via email, and you can just simply reply to us.

Meeting Punctuality

Many of our meetings are virtual, meaning we use a screen sharing software so that you can see our computer screen from yours as we talk over the phone. That means that we each have to "dial in" at the agreed upon time. If one of us is late, or a no-show, that means the other party has to wait on the meeting hoping the other party didn't forget. For that reason, we encourage you to put our scheduled meetings on your calendar with a reminder. If you are going to be late or need to reschedule, that is not a problem, just notify us as soon as you know, and we will do the same for you.

THE PROCESS

STEP 1 | KICK-OFF MEETING

We will schedule a kick-off meeting with you and any designated key members of your team. We will introduce you to the key players on our team that will be involved in the project. During the meeting we will discuss priorities, communication and expectations. We also plan on discussing any website "clean-up" activities that require login credentials that we will need.

STEP 2 | PROJECT PLANNING

We will solidify the project priorities and schedule the initial work in order of impact. We will set up our project management software based on these priorities. We will then add you and any of your additional team members to the project management system so that we have one centralized platform for communication.

STEP 3 | PROJECT EXECUTION

At any given time, there may be multiple people working on your project simultaneously, however, there are a limited number of people that you will communicate with on a routine basis. You will be able to keep track of the activities directly on the project management platform, but we have an "open door" policy where you can request a phone call at any time.

STEP 4 | MONTHLY REPORTING (Marketing phase)

Our comprehensive summary reports are compiled during the first full business week of each month by a senior analyst. For the most part, they are self-explanatory, however we are happy to go over them with you whenever you like. If we are running your paid advertising program (Pay-Per-Click / Retargeting) you will be able to login 24/7 with your own login credentials.

STEP 5 | GOING FORWARD

After you sign-off on this proposal, you will be sent a link to our meeting availability, where you will be able to select your own date and time for our kick-off session. The kick-off meeting will be our Official start date. We will commence work immediately following our kick-off meeting.

RECENT EXAMPLES

A few recent projects that we are proud of. One of them already won a WMA WebAward and another one has recently been nominated. In each case we did all of the work, but collaborated closely with each school to ensure we hit the mark and represented the voice and image of the school.


The full package for this k-12 Charter School, including custom content development and design. This site is a 2020 WMA WebAwards Competition winner for outstanding website.

Scoring 9.5 out of 10 for design, and perfect 10s for content & copywriting, this is a great example of a full project and a great team effort. [SEE THE SITE]

We helped this brand-new school design their strategy, write the content and develop the site design. The layout was customized to appeal to a very specific target market. The focus is on Entrepreneurship.

This school was launched as a "feeder" for the parent companies' college. The challenge was to maintain the college brand while simultaneously creating a new identity for the high school [SEE THE SITE]
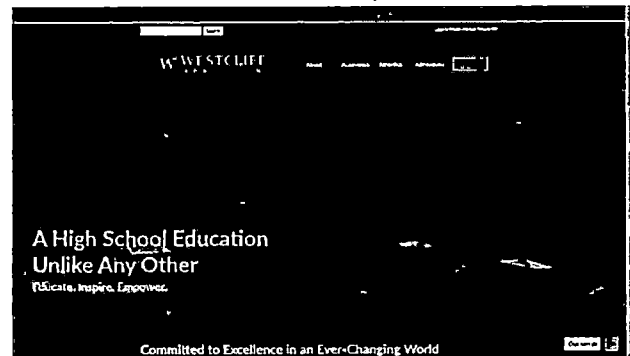
An established private, Catholic, Pre-K - 8th Grade School that desperately needed a facelift. One of the objectives of this design was to showcase their beautiful campus...which we did by integrating video into the hero shot on the Home page. We are now following up with our full enrollment marketing package. [SEE THE SITE]

WEBSITE DESIGN PROCESS

Our design process is uniquely different from other agencies. Our designers will start with one design concept at a time. This enables us to fully invest our creative efforts on one specific design concept rather than spending wasted time on multiple creative compositions that will not be used. We have found this process brings better value to the client through saving time, resources, and dollars.

Something else that we do that is somewhat unique, is we do all our design work live. We don't do Photoshop concepts. This will allow you to experience the drafts as you would any website on any device. Not only does this give you a 100% accurate view of what the website will look like, it speeds up the completion process.

Once we have designed a homepage concept, we will review it with you to gain a better understanding as to which elements of the design you are most favorable and which ones you would like to see revised. It is very important that you be descriptive in this process to ensure our creative team can deliver a design that captures the uniqueness of your brand. If it is determined that no elements on the initial design are perceived well, we will create another design from scratch based on the new direction. Once a home page design is approved, we will start designing the sub-pages.

DELIVERABLES

Content Organization & Flow: We will take your content, either existing from the current website or from other sources and organize it into a cohesive flow throughout the visitors journey. The content should serve a strategic purpose, interplaying with design to encourage a marketing outcome and/or build a connection. Showcasing content requires captivating the audience through the brand's positioning (tone-of-voice and personality).

Design is key to influencing the perception the audience forms on a brand. The process of design requires intensive research and planning – yielding far more than a logo, color, and font style selections. Our strategic design establishes confidence and credibility with the audience. We also take into account the user's experience, guiding the viewer's eye throughout the page so they are able to smoothly navigate the site. The website has to look great and reflect the school's brand, but it also has to influence the visitors journey towards a pre-determined call to action.

Coding & Development is where brand positioning, content development, design, and asset preparation all come together. This is the technical aspect of creating the actual website and ensuring that the code and the functionality is up to current standards. Coding, testing and launching the website is the ultimate deliverable in this project.

Website Platform: This quote is based on developing the website on the <u>Oncord web platform</u>. This is a quality "hosted Solution". The site will be set-up under your own account, and your will pay the host directly.

Approval & Launch: Although you will have plenty of opportunity to weigh in during every phase of this project, you will have an additional opportunity to do a final walk-through and provide critical feedback prior to launch. Once you sign-off on the project, we will immediately take the website live.

Suggested Site Map

We will work with you to design the best possible visitor experience. The lines in bold are in the main navigation. The bullet points are sub-page drop-downs.

Home

About

- About Our Online School
- Our History
- Administration & Staff
- Board of Directors

Admissions

- Registration Requirements
- Technical Requirements
- Apply Now

Calendar (Embed from Your System)

Helpful Resources

- FAQ's
- Student Resources
- Parent Resources
- Our Community
- Plan For Success
- Web Links

Course Catalog/Descriptions

Summer Courses

Contact

- Thank You

Login (To Your System)

WEBSITE DEVELOPMENT

A school's website is an extension of its brand. As such, it needs to be more than a source of information, it needs to be a source of inspiration, confidence, and comfort. Selecting the right educational opportunity is a life altering decision for persons of any age, and by extension for their family. Your website must exude confidence and be true to your brand in every aspect.

We will build your website from scratch based on our branding guidelines, current design standards, industry best practices, and our knowledge of the school industry. Your website will be clean, fast and mobile friendly.

We will be responsible for the flow of the content, layout and design, and we will ensure the website is true to your brand.

We will build your website on the Oncord CMS platform. We will set up the hosting under your own account so that you can maintain ownership of your own website. We will also train you on how to make basic content changes at your discretion.

The finished product will be both mobile friendly and Google friendly. It will be "responsive" to reformat itself to the screen size on which it is being viewed.

Inc.

A PERSONAL MESSAGE

Hi Erin, Dennis & Team, thanks for considering us for this key website development project. We understand that you have choices when it comes to website development and support, and we assure you that we will put our experience in the education sector to your advantage. We also have extensive experience in enrollment marketing for schools.

We are basing our quote on the site map we designed for you (see subsequent pages). We will be using the content that is already on the existing website and/or content provided to us. The design itself will be custom, and is typically a collaborative effort based on your feedback and our suggestions. We will work with you to design the best possible visitor experience.

You might note that the development fees may come out to an odd number. That is because we use actual calculated time and just plug it into our formula. We don't just make up numbers.

Note that should we also work together with our Core Essentials marketing program, maintenance is also included at no additional fees per the discretionary time in that separate agreement.

Our entire team is excited to partner up with you on this brand new website, and are prepared to work with you on enrollment marketing should you require our services.

Sincerely,

Chuck Bankoff

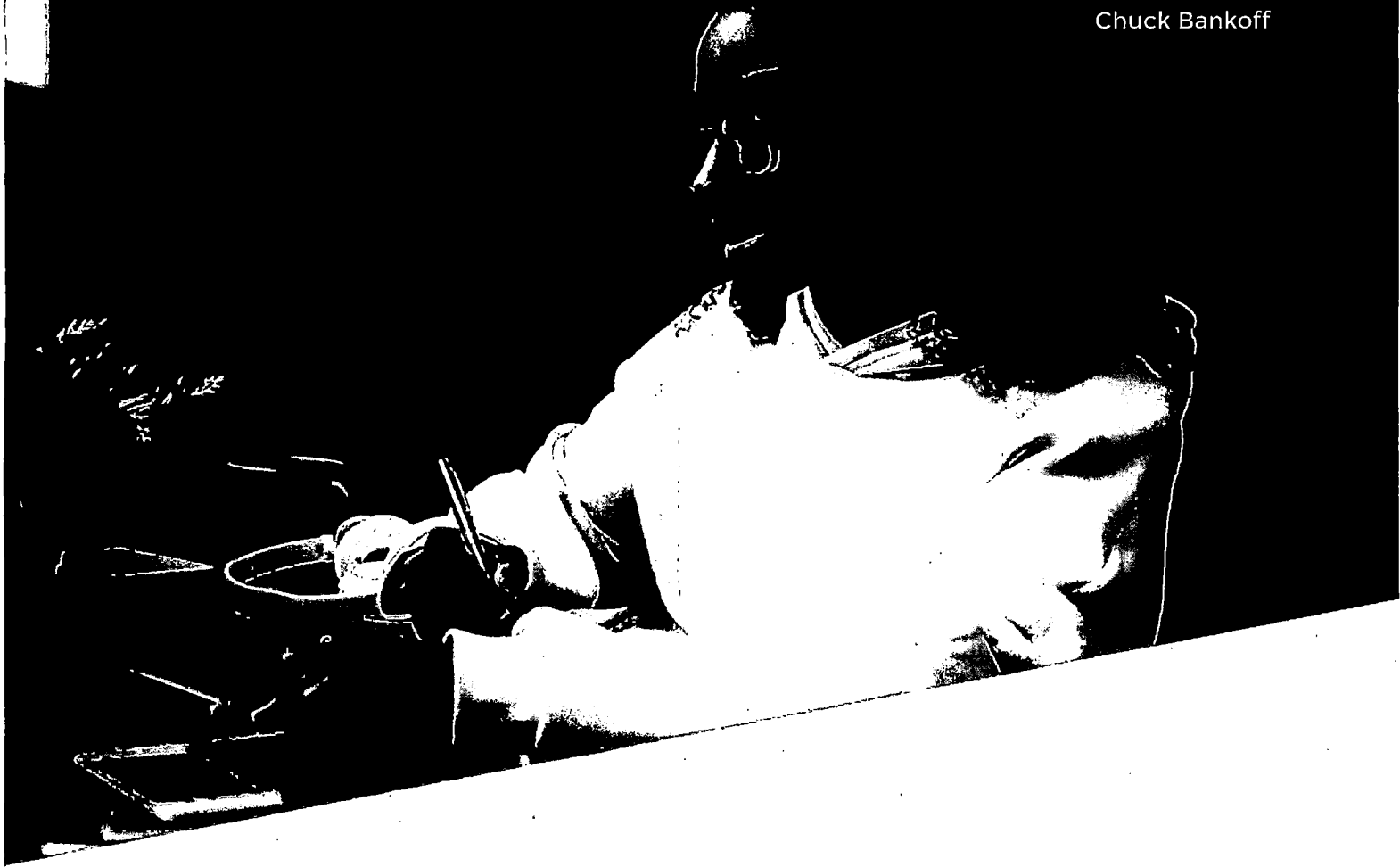Director of Web Services
Kreative Webworks Inc.

kreative inc.

WEBSITE DEVELOPMENT FOR SCHOOLS

Project proposal
Custom Website Development

Client
Richard McKenna Charter
Schools