

# BEST POINT

## WEB DESIGN

### Nebraska Regional Officials Council Website Proposal

#### Point of Contact

- **Brian Kreikemeier:** Founder & Mentor at Best Point Web Design
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#### Qualifications

- Our clients come in all shapes and sizes, which means our websites vary widely in content, scope, and design. For you, this means a fresh approach - not only to NROC's website, but also its messaging all across Nebraska.
- With a current staff of 8, we use a team approach to brainstorm and develop your new website. We invite you to become a part of our team as well, and we look forward to your input throughout the entire process.
- While our founder has been part of several successful marketing and video businesses throughout his lifetime, Best Point Web Design is relatively young. Founded in 2015, we have created and continue to host over 50 websites. And while we're creating websites, we're also creating futures. It's an important part of [Our Story](#).

#### Experience on Similar Projects

- [Cuming County Economic Development \(sweethomecumingcounty.com\)](#)
  - Recently updated the design and functionality of the website to include local sponsors, create an easy navigation system, and add new images.
- [Northeast Nebraska Behavioral Health Network \(nnbhn.org\)](#)
  - This 24 county network needed a website to cohesively share information throughout its region, and includes an [interactive map](#) (this would be a great feature to incorporate into NROC's new website)!
- **Northeast Nebraska Economic Development District**
  - A new logo will be created as part of a whole new website design for this organization that serves 117 communities in Northeast Nebraska. Expected launch date is June 1st, 2021.

#### Additional Samples of Our Work

- [Daycos \(www.daycos.com\)](#)
- [Core Health Club \(corehealthclubwp.com\)](#)
- [Patti Pate Knobbe / The Good Earth Company \(pattipateknobbe.com\)](#)

[View our online portfolio here](#)

## Technical Approach

- Create a multi-page, mobile/tablet friendly website using Wordpress with main pages to include: Home, About Us, Contact Information, Partners, Membership, and The Board
- Integrate social media, blog, and videos to increase viewer engagement
- Develop an easy-to-use newsletter sign-up for ongoing communication with NROC
- Optimize website for search engines (SEO) by the way we design and structure your site
- Build training documents for easy self-updates
- Host and manage website security updates, including regular backups
- Includes our custom Best Point Analytics dashboard for secure and easy access to your website

## Timeline and Budget

- Initial design review within 4 weeks upon receipt of signed proposal
- Additional reviews as needed
- Website launches within 8 weeks of initial design review meeting
- Note: This timeline is approximate. It represents the “longest-case” scenario, assuming all content is provided in a timely manner.

Website Design and Development **\$2850**

Hosting, Security Updates and Backups **\$40/month**

*Terms: 50% of Website Design & Development due now to begin development;  
50% balance due prior to launch; Hosting & security begins when the proposal is signed.*

*NROC.com and its content are the property of Nebraska Regional Officials Council*



DATE: **April 15, 2021**

Brian P. Kreikemeier - Best Point Web Design

DATE: \_\_\_\_\_

\_\_\_\_\_  
on behalf of the Nebraska Regional Officials Council

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### Scope of Work

- **Website creation**—Create a website to house all NROC pertinent information. The site needs to be easily updated for member spotlights as an example. Desired items include:
  - Mobile/Tablet optimized
  - Social media integration
  - Newsletter sign-up
  - Video Integration
  - Blog design and integration
  - About Us, Contact Information, Partners, Membership, The Board
- **Website design**—Best Point Web Design will use Wordpress, a design software that is commonly available, mobile-friendly, viewable across common search engines, and can be modified by NROC's membership.
- **Graphics**—follow a theme with the NROC colors: **Gold** (#ffc94b) and **Green** (#5e7741), but still be pleasant to the user
- **Content management**—allow the NROC point of contact access to update member spotlights, news with ease and flexibility.
- **Subpage content**—Support with supplemental information on the main pages: About NROC, NROC Partners, News, Board of Directors, Links to Membership, Broadband Speedtest
- **Photography**—Supplied by both Best Point Web Design and NROC's membership
- **Copywriting/Content Development**—Brand messaging/Taglines, Core Values, Mission, Goals & Purpose, Statements

Thank you for considering our Best Point team to create your new website! We look forward to working with you! If you have any questions or need any additional information, please call me directly at 402-380-9042 or email me at [brian@bestpointdevelopment.com](mailto:brian@bestpointdevelopment.com).

