

# BEST POINT

## WEB DESIGN

### Nebraska Regional Officials Council Proposal

#### Point of Contact

- **Brian Kreikemeier:** Founder & Mentor
  - [brian@bestpointdevelopment.com](mailto:brian@bestpointdevelopment.com) | 402-380-9042

#### Qualifications

- 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.
- Students are the future! While we hire high-school, and some college students, their work speaks for itself! Some of our designers have been working with us for upwards of 4 years.
- In our short, 5-year history, we have created and continue to host over 50 websites.
- You can be confident in our ability to work with you on any task, no matter how big or small. The websites we design
- Our clients come in all sizes, which means our websites vary widely in content, scope, and design. For you, new energy is pumped into as the students learn what they need to know about each business with a fresh set of eyes. They listen to the story of each business, and then develop a way to tell that story through the client's website. And at Best Point, we understand that websites are not something static – something created and then put on a shelf. That's where the mentor comes in. He becomes the ongoing local contact person for the business as the students transition from year to year.

#### Experience on Similar Projects

- **[Cuming County Economic Development](#)**
  - 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](#)**
  - 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. The expected launch date is June 1st, 2021.

#### Technical Approach

- Create a multi-page, mobile/tablet friendly website using Wordpress with pages including: 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 to assist in promoting ....
- Optimize website for search engines (SEO)
- Develop a training document for self-updates
- Includes Best Point Analytics dashboard for easy access to your website
- Host and manage website security updates, including regular backups

