

Website Planning & Development

Moderator:

Alaina Capasso

RI Small Business Development Center

Presentation by:

RISBDC Marketing



We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



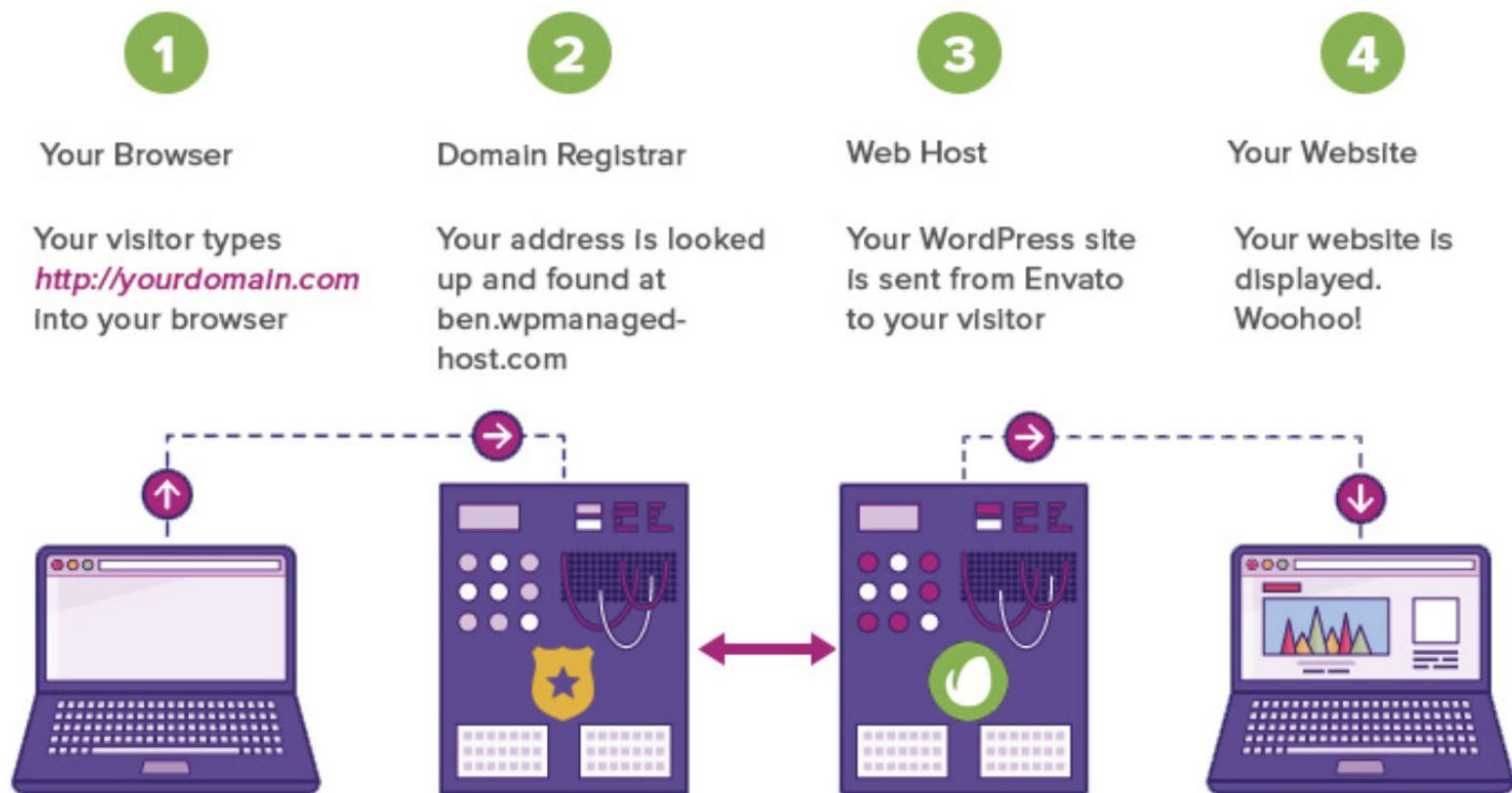
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OF RHODE ISLAND
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Website Planning & Development

You have a domain and want to move forward on building a great website. Great! Now what?

In this webinar, learn how to pull together a budget for your website project and identify what resources may be required to pull it off. From hiring a website developer, freelance designers and content creators, get a broad overview of the types of roles to consider for your new website..



Website Building Checklist

Before You Build:

P. 3-15

- | | |
|--|---|
| <input type="checkbox"/> Find your purpose | <input type="checkbox"/> Test it out |
| <input type="checkbox"/> Decide how to build | <input type="checkbox"/> Choose a price plan |
| <input type="checkbox"/> Pick your platform | <input type="checkbox"/> Pick a website address |

Build Your Site:

P. 16-35

- | | |
|---|--|
| <input type="checkbox"/> Choose a template | <input type="checkbox"/> Don't forget images |
| <input type="checkbox"/> Choose your color scheme | <input type="checkbox"/> Set up a professional email address |
| <input type="checkbox"/> Design a logo | <input type="checkbox"/> Want to sell online? Add a store to your site |
| <input type="checkbox"/> Edit your page layout | <input type="checkbox"/> Make it mobile friendly |
| <input type="checkbox"/> Add pages | <input type="checkbox"/> Link to social media |
| <input type="checkbox"/> Write your content | <input type="checkbox"/> Preview your website |
| <input type="checkbox"/> Say hello to SEO | <input type="checkbox"/> Publish your website |

After Publishing:

P. 36-40

- | | |
|---|---|
| <input type="checkbox"/> Set up Google Analytics | <input type="checkbox"/> Add Hotjar to check your site's UX |
| <input type="checkbox"/> Run a site speed check | <input type="checkbox"/> Keep going! |
| <input type="checkbox"/> Analyze Google Analytics results | |

Put Together Your Website Wishlist

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MARKETING | 12 MIN READ

80 Things to Check Before, During, and After Launching a Website

Written by Shanna Kurpe @shannakurpe

Your redesign gets easier with HubSpot's CMS

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<https://blog.hubspot.com/marketing/website-launch-checklist>

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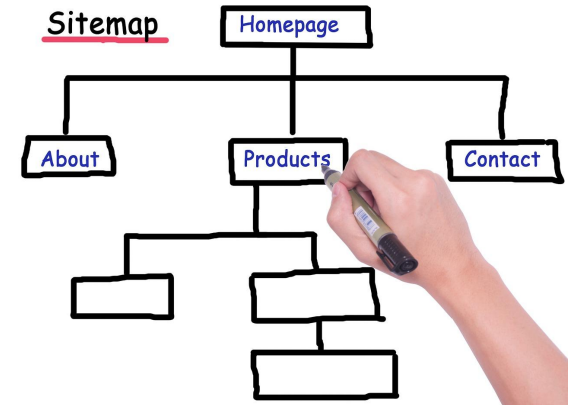
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- All (3302)
- Store design (1273) ▾
- Sales and conversion (787) ▾
- Marketing (740) ▾
- Orders and shipping (704) ▾
- Reporting (304)
- Customer support (295) ▾
- Inventory management (285)
- Finding products (248) ▾
- Productivity (212) ▾
- Finances (146) ▾
- Places to sell (122) ▾
- Trust and security (82)
- All pricing (3302) ▴
 - Free 1640
 - Paid 1662

1 - 24 of 3302 results

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Shopify Email

by Shopify
Email marketing made for commerce
★ 4.4 (655)
Free to install



Shopify Chat

by Shopify
Use the power of live chat to grow your business
★ 3.6 (210)
Free



Shopify Local Delivery

by Shopify
Get more out of local delivery and share optimized routes
★ 3.4 (66)
Free



Shopify Flow

by Shopify
Turn tasks into automations so you can get back to business
★ 2.6 (24)
Free



Facebook channel

by Shopify
Bring your products to Facebook and Instagram users.
★ 4.5 (2856)
Free to install



Google channel

by Shopify
Reach shoppers and get discovered across Google.
★ 4.6 (4633)
Free to install



Buy Button channel

by Shopify
Sell your products on any website or blog.
★ 3.8 (303)
Free



Oberlo - Dropshipping App

by Shopify
Find products to sell on Shopify
★ 4.2 (2392)
Free plan available



Point of Sale

by Shopify
Unify online and in-person sales.
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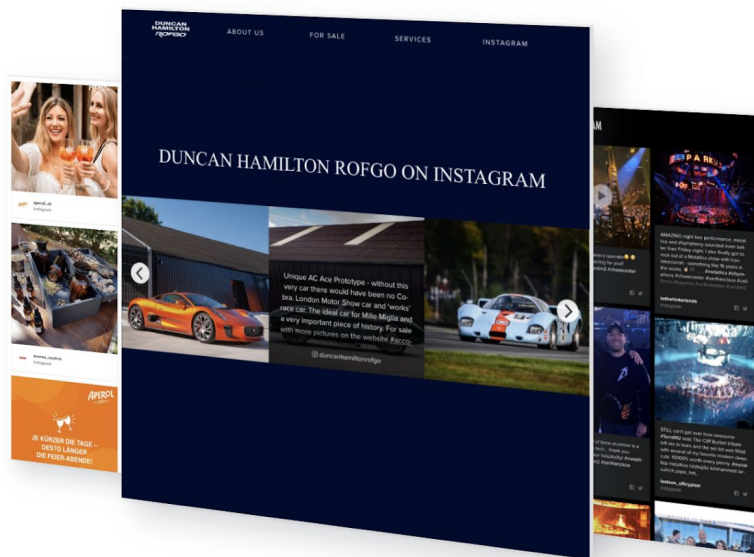
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Website Developer

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Find quality freelancers and agencies for web development

Get Started



Kenneth M.
Web Developer

Hire for any scope of work:

Short-term tasks

Build a pool of diverse experts for one-off tasks

Recurring projects

Have a go-to team with specialized skills

Full-time contract work

Expand your staff with a dedicated team

Website Developer

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46 Firms

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List of the Top Rhode Island Web Development Companies

| | | | |
|---|--|--|--|
|  MojoTech We build software that grows businesses. 5.0 ★★★★★ 10 REVIEWS > | <p>Service Focus</p>  <p>15% Web Development</p> | <p>VERIFIED</p> <p>\$25,000+</p> <p>\$150 - \$199 / hr</p> <p>10 - 49</p> <p>Providence, RI</p> | <p>Visit Website globe</p> <p>View Profile person</p> <p>Contact message</p> |
|---|--|--|--|

Website Developer



website developer



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Julie,



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website developer

Budget Range

“We are budgeting \$30,000 – \$60,000 for this website, with a potential additional \$5,000 – \$10,000 for a social media component, and a potential additional \$5,000 – \$10,000 for a digital marketing component. When constructing the budget, please list the website, social media and digital marketing as separate components.”

“The results of Phase One will inform a budget of the full development and launch of the website, and therefore, we expect that the selected agency partner will work with us to identify costs for Phase Two. The budget for Phase One is between \$25,000 and \$50,000, depending on the services offered.”

Source:

<https://www.sayenkodesign.com/how-to-write-an-rfp-website-design-template-sample/>

Timeline

RFP Release Date

The date you've sent out the RFP. This lets vendors see how recent the request is.

Response Deadline

When are you expecting proposals back by.

Vendor Selection

When should vendors expect to be notified of your decision? What are the next steps in the selection process?

Project Kickoff

What date should the vendor have their team ready to begin work on the project?

Desired Launch Goal Date

Identify Current Challenges

“While we feel the current site captures our tagline message and tone, it is not a tone that we feel will transfer well to our new target audiences and industries.”

“Improved navigation – Vendor should simplify what’s up on our website and create a very attractive, easy-to-navigate website that should allow people to fulfill their goals without getting lost”

“More targeted use of SEO – Vendor should also include keywords and tags on pages so that our search functionality should be exceptional, and should allow our site visitors to complete their goals”

“Calls To Actions are not converting enough leads”

 9 min Read

How to Write an RFP for Website Design in 2020 (w Template Sample)



by Mike Sayenko

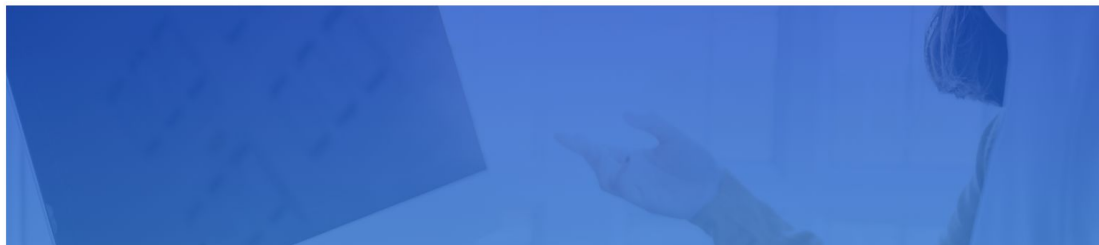


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- [> Writing Process](#)
- [> Where to Send Your RFP](#)
- [> Website RFP Template](#)

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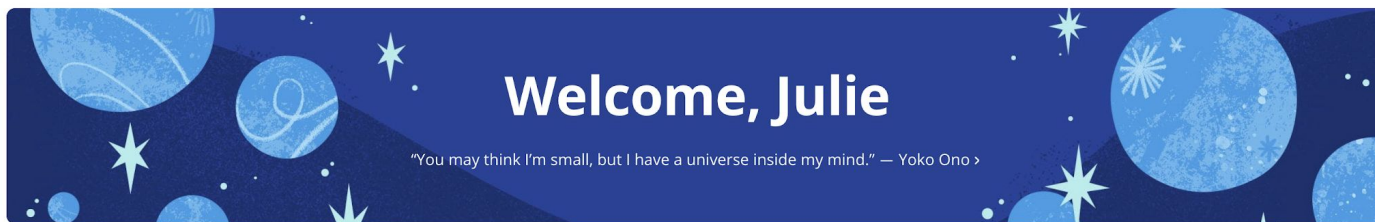
📁 Brand Kit

📅 Content Planner

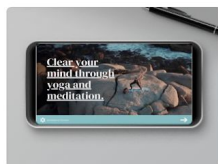
👤 Create a team

📁 All your folders

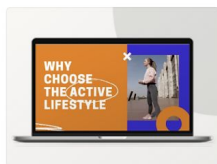
🗑 Trash



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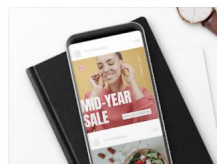
Video
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Presentation



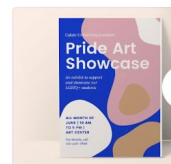
A4 Document



Instagram Post



Logo



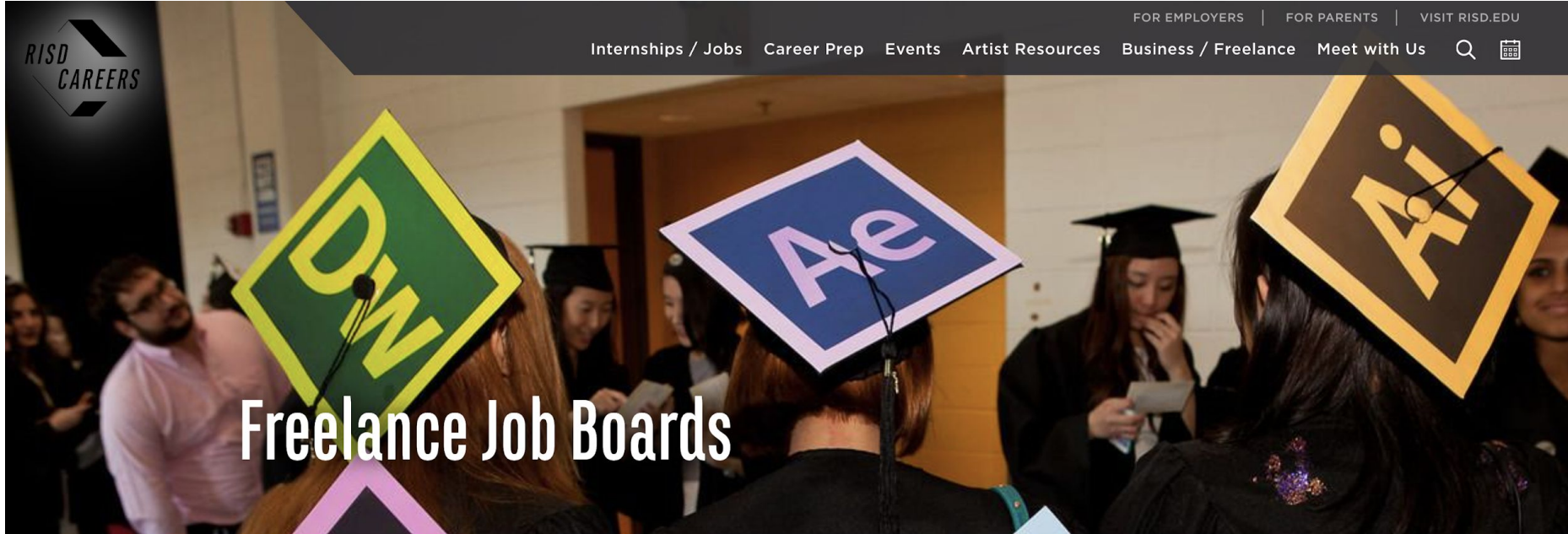
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<https://careercenter.risd.edu/freelance-job-boards>

Technology IT



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