



**April 1, 2017**

**Prepared for Berkshire District Dental Society**

**A flexible, branded website to provide significant added value to your members**

Your BerkshireDental.org website is a strong player for its online presence for each of your members. Generally, the site performs very well from a search engine (SEO) perspective. This is particularly the case when you search the first and last name of a dentist, along with the word “dentist.” But other combinations show good results as well. Further, because you are an independent, membership organization, users perceive BerkshireDental.org as a more objective source in comparison to the individual website of each dental office. You are an authority, and therefore, there is an opportunity to better utilize your site for your members.

In spite of these strengths, there are also some large areas of opportunity for improvement.

We offer a proposal that will accomplish three major objectives for the Berkshire Dental:

1. Build a new, beautiful and flexible website, which will be more user-friendly and intuitive. The site will serve as a powerful tool in delivering your message, news and information, and any other content you would like to share. It will also be an easy-to-use tool for member-only content (presentations, pdfs, and various other documents)
2. Create a new brand (logo and color scheme) for the Berkshire District Dental Society to freshen up your image and beautifully integrate into your new website.
3. Capture high-resolution images that will be utilized on the site and that may be offered to your members for their own marketing uses. A proper photo shoot will also capture headshots of each of your members to strengthen their individual online presence.

## **Rebranding**

We list this task first because establishing a new brand is essential in building a new website. The brand and color scheme will be completely integrated into the site, and any other marketing materials and literature moving forward.

We will engage in the conversation to develop ideas and capture a vision for what may work. Then, we will present a few versions of a possible new logo. Your committee may like one immediately, or we may need to tweak until we get it right. Today, we envision a clean, contemporary logo that reflects the professionalism and energy of your membership.

Generally, we are able to achieve just the right logo within two or three rounds of drafts. Sometimes it takes more. No matter on how many tweaks, we insist on getting it just right for each and every one of our clients.

## **Website**

### *Better highlighting your members*

While your website does well with providing a comprehensive list of your members, it does a poor job telling the story of each of your members. Currently each member listing has only the name, address and phone number for each dentist. What this new website process will include, and what it will galvanize, is a concerted effort to gather the following information from each member: bio, headshot, specialties, practice website, and possibly more. Part of our charge in this proposal will be to support your board in communicating and capturing this information. If we need to make follow-up calls to particular offices to get the information we need, we will do it. We're not shy.

This upgraded content for each member is a significant added value for every dentist and their own brand. As was discussed earlier, the BerkshireDental.org site performs well from an SEO perspective, often as well, or better than many of your dentists' own sites. For your members, this offers them thousands of dollars of marketing support with an enhanced web presence in exchange for their membership fee.

### *Dynamic Public and Members Only content*

What today's WordPress websites provide is flexibility to share content in a variety of creative ways. As a membership organization, our site will provide the opportunity to share any or all of your supporting materials, photos, videos or other content that relates to your continuing education series. In fact, our firm has created online training programs for clients in the past, infusing video, multiple choice questions and grading for a pass/fail outcome. Most recently, we completed an online training module for Tri-Town Health Department for retailers selling tobacco products. While this kind of function may be far beyond your needs today, this is an example of how flexible and powerful the WordPress platform is.

Regarding public content on the site, we hope that you will take some time to think this through. Currently, you do not, and perhaps are unable, to utilize your current site for promoting particular ideas, events, or initiatives. However, this site will give you the tools to regularly post photos, news, events and other calendar items, regular expert/member contributions in the form of a blog and more. The more consistent content you add to you site, the better it will perform on search engines. However, if you choose to continue to simply add posts for your upcoming seminars and events as you on your current website, that is fine as well.

## **Photo Shoot**

Great photos make the website. We will work with you to provide the awesome images that will populate your site. We will also work through the logistics to make sure your dentists' headshots are secured. More than likely we will plan for an event when most of your members attend to efficiently capture them. We will then follow-through to make sure we get the rest.

## **The Process**

Today, beautiful websites can be developed with the WordPress format. Based on the design and your input, we start with a particular WP template to reflect the right design and then customize it. The most important design space is, naturally, the homepage. We start with this part of the site, and literally build the site on our own private url, which will allow you to view the progress, make adjustments and tweak until it is exactly what you want.

When we achieve the homepage design that you love, and it is functioning for you perfectly in meeting your image, branding and marketing goals, we will build the rest of the site. This will include particular functions that may be helpful to your organization and members, including information on the importance of oral health, why you need to see a dentist every six months and how to choose the right dentist.

In addition, WordPress allows you to grow with your site. In the future if you want to expand into developing more complex functions, you are not limited. For instance, if you wished to create a blog section, online payment accessibility, or online tutorials on maintenance of a teeth-whitening product (for example), all of this would be possible. In most cases there is a WordPress plugin that has been designed and built for these types of functions, which can easily be infused into the site.

For the purposes of this proposal and this initial website, we envision the most important special function being the Members section, where your members can access information and files supporting your regular seminars.

## **Control and Flexibility**

Two important things that you will gain from this site are: 1. The control to maintain your own content and easily make changes and additions when needed, and 2. An ability to tweak the site to adapt as your marketing needs shift.

Our website package always includes a thorough training session, and plenty of time for follow-up to ensure you and your staff have a full handle of the WordPress backend (editing function). We will always be around to help when you need a hand, but the intention is for you to fully control important functions, like creating posts, pages, adding text, photos for videos throughout the site.

With today's WordPress templates you now have more control of areas that used to be largely fixed. As an example, in the past homepages were often so hard-coded that making any changes required an experienced web developer to make any significant changes. Today, this is not the case, and the homepage (the most important page on the site) now is something that you can adjust quite easily to highlight the content you most want to display. This is a really cool new feature that we will bring to your site.

We truly look forward to working with you on this project. Please do not hesitate to contact us with any questions.

Estimates follow on the next page.

## **Estimates**

### **Website**

- Rebranding of Berkshire District Dental Society, creation of new logo and design elements, high-resolution files
- Beautiful, intuitive site in a customized WordPress format
- Mobile optimized site
- Any needed email setup through your current domain or additional new url
- Search engine optimized (SEO)
- One-hour photo shoot, including an outstanding headshots and interactive staff, patient images and any additional headshots required within a reasonable timeframe and within the Berkshires
- Content creation (tweaking site verbiage, photo or video integration)
- Two-hour WordPress training session with staff (and over the phone follow- up and video tutorials, if necessary)
- Logistical work on hosting/launch

**\$4750**

***Work will begin upon 50 percent payment. The final 50 percent will be paid upon the launch of the new website.***

***Thank you for your consideration.***

***We look forward to working with you!***

***John Krol, 413-464-5830***