

BLIZZARD [p r e s s]

Website Design, Hosting and Maintenance
Yellow Jacket Water Conservancy District

February 28, 2023 | *Prepared by:* Trent Blizzard

Prepared for: Britt Choate

What is Included in Website Design?

Your website will be designed to match your brand and your homepage will be clean, intuitive and easy to use. The site might include:

10 Pages of Content

We will incorporate up to 10 pages of content in your website. The types of pages you might include:

- Contact page with contact info and contact forms
- About Us page
- Agendas & Documents (for uploaded agenda and relevant documents)
- General Info
- Map of district

Homepage Hero Image

We recommend the use of a "hero image" on your homepage featuring compelling and emotionally appealing photography. If you don't own great photos we can easily acquire professional stock photography to brighten up your website. Typically, we would expect to use a photo of either Rico Blanco county, Meeker, or something relating to water management.

Analytics

We will setup analytics to measure important activities for your reporting activities.

Video Integrations

Placing videos on your website can increase conversion rates and help you get better search engine rankings. We will incorporate videos strategically into your website (based upon availability.)

Social Media Integrations

We can incorporate social media, notably YouTube videos, Facebook and Instagram.

Staff Log-ins

Staff members can be setup with personal logins so that they can add or update the content on your website. You can easily see who does what and if you want even "roll-back" changes. This makes it easy for you to manage multiple people who have the ability to update your website.

Mobile-Friendly Design

Up to 50% of your visitors will view your website on a mobile device like a cell-phone or tablet. Your website will be mobile compatible and responsive: it will scale up to a large screen or down to an iPhone screen.

Please note: This proposal does not include customizing the mobile version of the website so its content is different than the desktop version. We can do that (essentially hiding some content from mobile users to improve their experience) but that would potentially cost extra and require an additional conversation.

Search Engine Optimization

Every page on your website can be optimized for specific keywords. BlizzardPress will implement the keywords in:

- Page Title
- Page Description
- H1 and H2 tags
- Within the Text Content of the pages
- Image Tags and Titles
- Linking Text
- Page URLs

Website Elements

There are a number of important elements to setup within your website that help garner better rankings:

- A 404 Page is the page people see when they land on a nonexistent or broken page in your website. This is the “oops” page. These pages are important to setup in order to capture visitors who may otherwise be lost
- An XML Sitemap is a special page prepared for Google that lists all of the pages within your website in order to help Google discover and index those pages.
- 301 Redirects are setup to forward people automatically from a webpage that doesn't exist anymore to a relevant landing page. These are critical to setup on any new website, allowing you to capture traffic that might still be going to your old website. A 301 will redirect that visitor to the right page in your new website.
- Clean URLs mean that your webpages have commonsense names with keywords in the URL. Google rewards this behavior and your visitors appreciate it. Your page URL will be www.yourdomain.com/service/product instead of www.yourdomain.com/data/?pageID=?138ff
- Installation of Google Analytics code on each page of website.
- Installation of Google Search Console

Management of Website and Security updates

After your new website is designed, it will require regular care and feeding! Just like your computer and its programs, or your phone and its apps, WordPress and its themes and plugins need updated regularly:

- Some updates are "security" updates and are critical
- Some updates are "fixes and improvements" which fix broken items or add new features
- It is smart to stay on top of these update

Also, you may want new pages added, changed or deleted. Or, you may want some new features added? Whatever the case, you will want to have Kristen and Trent available to you when you need them!

We include 6 hours and estimate the average client uses 30 minutes a month keeping their site maintained. When the six hours is used up, we will rebill for the next six hours.

Website Hosting

Website Hosting is included for \$360 per year. We use www.wpengine.com servers to host your website; they are the leading WordPress host worldwide.

Additional Fees

The registration of any themes or plugins to run your website are not included. We bill those out at cost. Please budget \$100 for those.

Fee Summary

Website Hosting	\$360
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Annual fee, begins when the website development starts.

Website Design (Fixed Fee)	\$2,500
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One-time fee to design a custom website. Details of website designed in this proposal. Includes 30 day maintenance guarantee (any changes or fixes within 30 days of go-live are included). Does not include ongoing maintenance & WordPress theme/plugin updates after 30 days. Does not include the purchase of any themes or plugins necessary to complete the website design.

Ongoing Website Maintenance - 6 hours

\$540

Trent and Kristen are always available to provide on-going website maintenance. Pre-purchase 6 hours of ongoing maintenance for \$540. We will some of this time, proactively, to keep all the theme/plugin security updates on a monthly basis. This begins 30 days after website go-live and is re-billed after 6 hours is used up. 15 minute billing increments.

Project Total

\$3,400

About BlizzardPress and Trent and Kristen Blizzard

Trent and Kristen Blizzard each have 15+ years of professional website marketing and design experience. They have lived in the Roaring Fork Valley and the Vail Valley for over 15 years and currently live in Glenwood Springs.

Are you looking for an experienced person to help make your website more successful? Would you rather work with individuals rather than an agency? We provide consulting to clients who are looking for:

- Personal and High-Level Attention
- Long-Term Relationships
- Advanced Staff Training
- ProActive Marketing Strategies
- Great Reporting focused on ROI

What do we look for in a client? We look for a client interested in a long-term relationship as opposed to a quick fix. Marketing is a marathon...

Trent Blizzard

Trent Blizzard is an Internet Marketing expert with over 15 years of professional experience.

In 1997 Trent founded a successful web-marketing agency that worked with large clients nationwide. In 2013 Trent sold his agency and started BlizzardPress which specializes in helping small business in Western Colorado.

During the last 15 years Trent has:



- Built over 1000 websites totaling more than \$10M worth of design work
- Provided Search Engine Marketing services totaling more than \$20M
- Managed over \$10M in PPC spending in Google and Bing
- Webmaster for E-commerce sites in 2012 totalling over \$100M in online revenue

Beyond providing strategic and thought leadership in the delivery of design and marketing services, I specialized in a few areas:

- WordPress design of highly usable websites
- Search engine optimization including link building, on-page SEO and social media optimization
- Analytics and analysis, using several tools, most recently Google Analytics
- Blogging, email marketing, PPC advertising and social media
- Strategic implementation of SEO, Analytics and Social Media within the WordPress platform.

Kristen Blizzard

Kristen Blizzard is an expert with over 15 years of professional experience in marketing and design. Her professional experience has allowed her to touch every part of the online marketing process from development and design to analytics. Kristen joins Trent at BlizzardPress to further the goal of helping small businesses succeed and thrive in Western Colorado.



In 2006 Kristen co-founded Kinetic Knowledge, a web-marketing agency which focused on WordPress solutions and organic search engine optimization. She also spent 12 years in the Eagle Valley as a hands-on Marketing Director for both a successful real estate agency and a medium-sized nonprofit.

During these years:

- Kristen built a successful agency and pioneered the use of blogs for organic SEO within the real estate industry
- She built and helped launch hundreds of customized WordPress websites
- Kristen spoke on panels alongside Google, Trulia and Zillow experts
- She helped an Eagle Valley nonprofit grow from a \$1M to a \$2M+ budget

Portfolio

Sample Designs

Non-Profits & Government

[RiverBridge](#) (non-profit child advocacy center)

[Mountain Valley Development](#) (Supports adults and children with developmental disabilities)

[Ascendigo](#) (Supports adults on the spectrum)

[Colorado Animal Rescue](#) (Animal rescue)

[Visit Glenwood Springs](#) (Tourism site)

[Glenwood Springs DDA](#) (Development Authority)

Miscellaneous

[St Elias Guides](#)

[Glenwood Caverns](#)

[Iron Mountain Hot Springs](#)

[Aspen Whitewater Rafting](#)

[Modern Forager](#)

[Epic Yacht Charters](#)

[Bumps for Boomers](#)

[New Castle Liquors](#)

[The Adventure Company](#)

[Rescue Your Health](#)

Service Agreement

SERVICE AGREEMENT

CONSULTING AGREEMENT dated as of **February 28, 2023** (the "Agreement") by and between **Yellow Jacket Water Conservancy District** (the "Company") and BlizzardPress, (the "Consultant"), having its principal office 46775 Tri-Lakes Rd, Drummond, WI 54832. WHEREAS, the Company desires to obtain the independent consulting services of the Consultant and the Consultant is willing to provide independent consulting services to the Company, on the terms and conditions set forth in this Agreement;

NOW THEREFORE, in consideration of the foregoing, the mutual covenants and agreements contained herein and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto, intending to be legally bound, hereby agree as follows:

Independent Consulting Services.

The Company hereby retains the Consultant, and the Consultant hereby agrees, upon the terms and conditions contained herein, to perform consulting services described on the Consulting Services Schedule attached hereto and made a part hereof, as the same may be modified or amended from time to time by written agreement of the parties, and at consulting fees as set forth on the Fee Schedule attached hereto and made a part hereof, as the same may be modified or amended from time to time by written agreement of the parties. This Agreement shall commence on the date hereof and shall continue for one year. Agreement may be terminated after one year by either party upon not less than 30 (30) days prior written notice.

Independent Contractor.

The Consultant acknowledges that he is solely an independent contractor and consultant. The Consultant further acknowledges that he does not consider himself to be an employee of the Company, and that he is not entitled to any Company employment rights or benefits. The Consultant shall not be supervised by the Company.

The Company will pay (or cause to be paid) invoices from the Consultant within thirty (30) days following receipt of such invoice and the documentation requested in connection therewith.

Confidentiality.

The Consultant recognizes and acknowledges that the services the Company performs for its clients are confidential and to enable the Company to perform these services, its clients furnish to the Company confidential information concerning their business affairs, finances, properties, methods of operation and other data; that the good will of the Company depends, among other things, upon its keeping such services and information confidential and that the unauthorized disclosure of the same would irreparably damage the Company; and that by reason of his duties hereunder, the Consultant may come into possession of information concerning the services performed by the Company for its clients or information furnished by its clients to the Company, even though the Consultant does not himself take any direct part in or furnish the services performed for those clients. All such information concerning clients of the Company and services rendered by the Company to such clients is hereinafter collectively referred to as "Confidential Information."

BlizzardPress retains the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects.

Non-Disclosure.

The Consultant agrees that, except as directed by the Company or as required by law, he will not at any time during or after the term of this Agreement disclose any Confidential Information to any person whatsoever, or permit any person whatsoever to examine and/or make copies of any reports or any documents prepared by him or that come into his possession or under his control by reason of his

consulting services, and that upon termination of this Agreement he will turn over to the Company all documents, papers and other matter in his possession or under his control that relate to the Clients of the Company, without retaining any copies thereof.

Data and Backup

The Consultant is in not responsible for data or data backups. The Consultant recommends a hosting platform, to Company, that provides rigorous backup, but the Consultant will take no liability, responsibility, or ownership of data. The Consultant is not responsible for backing up, archiving or restoring any data of any kind.

Ownership of Work Product.

The Company and the Consultant hereby agree that the work product being prepared and delivered by the Consultant constitutes "Work for Hire" as that term is understood under the Copyright Act of 1976, as amended, and that the Company shall be the sole owner of all work product prepared and/or delivered by the Consultant.

Enforceable.

The provisions of this Agreement shall be enforceable notwithstanding the existence of any claim or cause of action of the Consultant against the Company whether predicated on this Agreement or otherwise.

Governing Law.

This Agreement shall be construed in accordance with and governed by the laws of The State of Colorado without regard to its conflict of law provisions.

Entire Agreement; Notice; Counterparts.

This Agreement constitutes the entire agreement of the parties relating to the subject matter hereof. Any notice to be given under this Agreement shall be sufficient if it is in writing and is sent by certified or registered mail, or by courier or telecopier or facsimile, to the consultant at his as the same appears on the books and records of the Company or to the Company at its principal office, attention of the President, or as otherwise directed by the Company , from time to time. This Agreement may be executed in counterparts, all of which shall be originals and all of which shall constitute but one and the same instrument.

IN WITNESS WHEREOF, the Company and the Consultant have duly executed this Agreement as of the date first written above.