

City of Columbus

May 30, 2013

Work Summary

As the City of Columbus continues to move forward with a number of initiatives positioning it as one of the nation's leading metropolitan areas, it's understood that the city's residents would additionally benefit from increased regional and national recognition of what Columbus has to offer. This recognition can be very helpful in boosting the efforts that have been underway for some time by a number of parties to increase economic development, create and retain existing jobs and enhance the already high quality of life in the city. In addition, the administration recognizes that updates and improvements to its website presence would better serve current residents as well as provide a more attractive internet portal to the city for all interested parties. With those goals in mind, the following consulting work is being recommended.

Public Outreach

The Fahlgren Mortine team would be engaged through the remainder of 2013 to develop and implement a national and regional plan along with a public event outreach program that is in sync with existing programs and utilizes enhancements in the city's presence on the internet and other venues. These programs will be designed to fully tell the Columbus story to anyone interested in learning more about what has proven successful in Columbus and what lessons could be applied to other urban areas and thus merit national and regional attention. In addition, these efforts would utilize existing regional and national events as platforms for city leaders to tell the Columbus story and increase interest in the many activities that are making Columbus a center of interest. The primary goal of these efforts is to assist in the continued economic development of Columbus by attracting interest nationally and regionally from businesses, community leaders and individuals. Fahlgren Mortine will work under the direction of the appropriate City of Columbus officials.

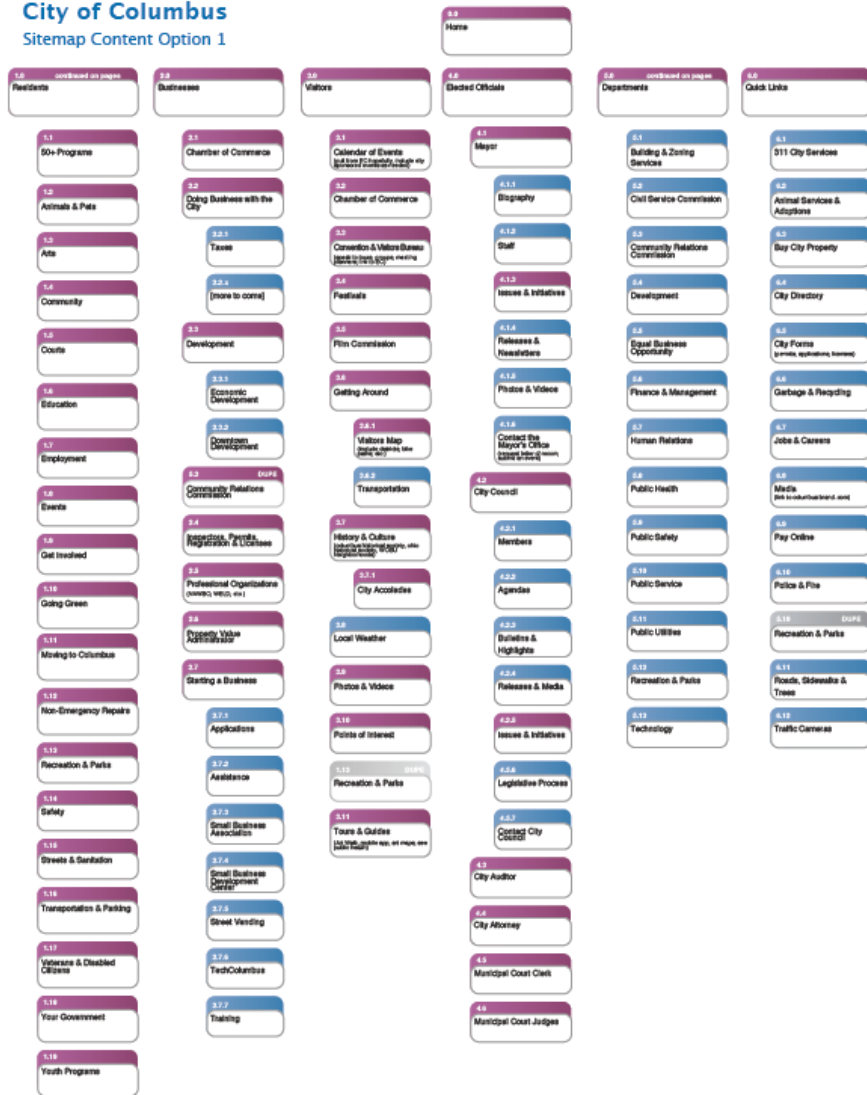
Website Content Development

Fahlgren Mortine will partner with the City of Columbus to review and revise existing content, as well as provide new content for the main primary and secondary pages of the Columbus.gov Website, as noted on the chart on the next page. Estimate assumes roughly 55 Pages within the primary and secondary navigation of residents, businesses and visitors sections, letting each department be responsible for its own content. (Please refer to Site Map Content Options PDF for specific details of pages)

Timing would be roughly 3-4 weeks upon approval of estimate to completion.



City of Columbus
Sitemap Content Option 1



Utility Navigation

U 1.0 Search Results

U 2.0 311 City Service

Text Size

Language Selection

Print

Social Icons

Footer Navigation

F 1.0 Privacy Policy

F 2.0 Contact Us

F 3.0 Sitemap

Search Engine Optimization

Fahlgren will partner with the City of Columbus to set up Website analytics and review, on-site optimization of their Website pages (including keyword research and identification, creation of title tags and Meta descriptions, and review of target keyword placement in content, and reporting).

Assumptions:

- Fahlgren Mortine will work with team to setup analytics tracking and establish an organic traffic benchmark for moving forward.
- The selected pages for the City of Columbus will be optimized in accordance with SEO best practices with the creation of title tag and meta descriptions. Tags and descriptions will be created from keyword research and identification, and on-page content will be reviewed to ensure strategic keyword placement and relevance.
- Fahlgren Mortine will generate two reports that monitor and track the effectiveness of the above mentioned optimization efforts.
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Building and Zoning Website Development

Fahlgren Mortine will partner with the Building and Zoning Department to review and revise existing site. This will include:

- Content (provide new content where needed, estimating 10 pages)
- Design (provide designs, estimating 10 pages)
- Technical Direction of entire current site

Total Cost of Combined Programs: \$213,500

Letter of Agreement

Fahlgren Mortine has estimated the activities and deliverables based on our understanding of the requirements and assumptions as outlined. Changes to activities, deliverables, timing or costs will be handled via an approved project change order. The agreement is effective upon signing by both parties. Timing references are dependent on statement of work approval date and does not account for client-sourced work delays.

City of Columbus

Date

Fahlgren Mortine

Date

