***Website Redesign Proposal for Rendezvous***

***http://www.jewelboxtheater.com***

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| **Prepared for:** | **Rendezvous Jewel Box Theater**  Steve Freeborn  2322 2nd Avenue  Seattle, WA 98121 |
| **Prepared by:** | Lehanna R. Allen  Web Developer & Designer |
| **Proposal ID:** | 1 |
| **Date:** |  |

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| logo |
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**Project Overview**

To redesign a website for Rendezvous Jewel Box Theater.

The website will be fully functional with an easily navigational system with a visual appeal. More prominence for The Grotto and The Jewel Box Theater as a great rentable venue in Seattle. Users should have a much better experience once site is complete, higher search rankings in search engine applications such as Google, and more people in the door enjoying the shows, the drinks and the food. The redesigned site should have the following pages:

**The site should have the following pages:**

* **Home Page:** Brief intro to the site, featured events.
* **History:** Short history of the Rendezvous and it’s fabulous history.
* **Calendar/Events:** A monthly display of all events.
* **Food & Drink:** Menu highlights, signature drinks.
* **Venues (Grotto/Jewel Box):** Intro to The Grotto and the Jewel Box Theatre as rentable venue.
* **Contact Us:** Basic contact info.

**Current Site Analysis - Improvements**

After reviewing the site, elements within the site that need improvement:

* Width of all content is over 800 pixels – should be no larger than 770 pixels wide for optimum viewing on various devices and device resolution.
* The site can very easily distract a user to get lost, because of the poorly navigation system, and visual effects used.
* Several pages on the site do not contain a footer. A footer can contain anything from copyright statement, privacy policy or even some text links to other pages including contact information.
* Navigation uses Flash to display the navigation. Due to the abuse of Flash, browsers are now required to load Flash as unactivated – a user must click to activate, then click two more times in order to get the page they want. This can cause a site visitor to believe the web site is broken and so leave the page.
* For better search ranking, all text should be text rather than a graphic (navigation, address, opening time, etc.)
* Needs better photographs.
* The front page is confusing.
* Needs meta tags (keywords and description) for improved search engine ranking.
* Red on red text is difficult to read.
* The back-end code (HTML and CSS), though, functional could use an over-haul to make pages load faster (currently, uses tables to control layout display).
* Calendar pushes outside the layout area. Left navigation for calendar should be consolidated.

**Current Site Analysis - Good**

After reviewing the site, elements within the site that are great:

* Colors used are great and go with the nature of the Rendezvous
* Logo is perfectly placed and header/nav is consistent.
* Calendar is easy to read and navigate.

**Flowchart Diagram**

Here’s what I’ve come up with to show how your site will be navigated.

**Home Page**

Music

History

Calendar / Events

Food & Drinks

Theater

Film

Venue Rental

Jewel Box

The Grotto

Upstairs Area

**Flowchart Notes:**

Contact info should be available on each page.

Photos relevant to each page should be available on each page.

**Development Timeline:**

We estimate that upon approval of creation, that the website can be completed from start to finish in **less than 2 months** (approximately **40 hours of work**). These figures may vary depending on the timely manner that information is given to Lehanna R. Allen to apply towards the website. This includes text, information, graphics, pictures and supply of information / feedback.

**Website Traffic:**

We estimate that traffic to the site http://www.jewelboxtheater.com/ should increase by 20 percent over the next 6 months because of the Search Engine Optimization techniques that we will be using to increase traffic to your site. I also estimate that more traffic will arrive to the site just because the site will be much easier for search engines to spider. This theory is not guaranteed but is most likely. We have not included any pricing for search engine submission or additional advertising.

**Procedure:**

This is the following procedure we will go through to complete the webpage development process:

**Step 1:** Receive signed contract, and deposit for work.

**Step 2:** Develop navigation, templates and graphics (Create site layout) for approval.

**Step 3:** Receive new text for website, or any other changes that need to be done.

**Step 4:** Develop pages for site.

**Step 5:** Upload site and check for broken links and errors on all pages.

**Step 6:** Finalize website. Receive rest of deposit.

**Requesting Additional Website Updates**

* You may email us with any requested changes to assassin@speakeasy.net.
* Changes are usually completed in less than 3-5 business days depending on scope of request.
* Requests will be completed at an hourly rate to be negotiated.

**Cost:**

The total cost of the design and web development for this site with the information that we are already currently aware of at this point is $2000. Please see below for a detailed break down of this cost.

**APPROX. 40 HOURS OF WORK @ $50/HOUR.**

**TOTAL ESTIMATED: $2000.00**

**Results & Conclusion:**

Improving your website can dramatically increase sales and contacts. Having a new look to your website will make your firm stand out from the rest. In this day of age, it’s been proven that more and more people use the internet to find a business then a phone book. I would be proud to be involved in this project as I feel confident that I am qualified to fulfill every need required to complete this project in a professional and timely fashion manner.