

ELEGANT IMAGE STUDIOS, INC.

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Requested Proposal

WEB DESIGN DEVELOPMENT PROJECT PROPOSAL

Project ID #3889/74222

Georgia 4-H

Prepared for:

Mary Ann Parsons
Sarah Manchester McKinney
Ariel Nicole Waldeck
Georgia 4-H

Proposal Issued:

04.19.2016

Proposal valid to:

07.19.2016

Project Manager Contact

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About Us

We Create Stunning Websites that Deliver Results Over 1,000 Websites Designed Since 2004

EIS has a vast amount of experience. Our team has been responsible for over 1,000 web site design and development projects over the past 15 years including websites for law firms, medical and dental practices, restaurants, contractors, realtors, eCom-merce sites, salon and spas, insurance agencies, entertainment sites, national companies and others which means we have de-

veloped more websites than any other firm in the Southeast. This has given our team a great deal of depth helping businesses from all industries with their internet marketing. Let us show you how we can bring more customers, members, clients or patients to your business, organization or practice, thereby increasing your membership, sales and/or your bottom line.

What We Believe.

Here at Elegant Image Studios (EIS), we believe a website has become an essential component of marketing your company or practice in today's business environment. EIS can design and develop a captivating, eye catching website that will take your organization to the next level.

What We Do.

- Responsive Wordpress Websites
- SEO (Search Engine Optimization)
- Corporate Branding & Logo Design
- Social Media & Internet Marketing

Company Achievements



2011 Magellan Award
Best Consumer Website



2010 Magellan Award
Best Consumer Website



French Tourism Board
Best Special Interest
Website

Management Team




Bob Hendrix

President & Chief Web Architect

Bob Hendrix

Our company President & CEO Bob Hendrix, was Internet Sales Director for a national company for a number of years before founding Elegant Image Studios. Mr. Hendrix has worked on over 1,000 web site projects since 1999. Bob founded Elegant Image Studios, Inc. along with Laura Wright while the two were working together on web design projects for companies in the metro Atlanta area. Not only does he manage the client development side of the business and leads the development team, he also collaborates on design, managing projects and writing code. Bob's background in sales, marketing and advertising gives him a decided edge over most web developers when putting together a web site that brings results.

 "I was in the advertising/marketing business for over 30 years. Bob was introduced to me by another colleague for a web site design. I can say that Bob and Laura have done superb work for us in our start up company. Bob is now working on several other projects and I have every reason to know that these projects will be as good or better than the original projects that he has done."

Gary Davis - Co-Owner of Key Medical Solutions

Bob's Skills



Wordpress
HTML5
CSS3



Social Media
Marketing
SEO



Adobe
Dreamweaver CC
Fireworks CS6



Adobe
Photoshop CC
Indesign CC

Management Team


Laura Wright



Laura Wright

Vice President & Creative Director

Laura is our Vice President & Senior Web Designer. She either designs or oversees all design work for the firm and leads the design team. Not only is Laura an accomplished artist in the medium of pencil, she has been involved in computer graphics for the past 15 years. She has quickly developed a reputation as one of the most brilliant web designers in the country. Laura makes certain that every design is engaging and that it provides your business with an image in keeping with your customer, patient or client base. Many of our clients now ask for Laura by name to design their site.

 "Laura exudes professionalism and creativity when it comes doing the web design work for our law firm. We have maintained a wonderful working relationship with Laura and her web design firm for many years and would like to offer the Puglise Law Firm's recommendation for her to be your next web designer!"

Kellie Puglise - Puglise Law Firm

Laura's Skills



Adobe
Dreamweaver CC
eCommerce



Adobe
Fireworks CS6
Photoshop CC



HTML5
CSS3
SEO



Wordpress
Social Media Marketing
Adobe Illustrator CC

Our Services

Elegant Image Studios concentrates on professional Web design that improves the user experience and conveys a clear message; Web development that simplifies online processes and makes your Web site 'feel' great; and implementation that keeps your site flexible and reliable so your organization can prosper.

Web Design & Development

• Responsive Wordpress Website Design & Development	\$10,550.00
• SEO & Social Media Page Design & Set Up	Included
• Monthly Maintenance, SEO, Updates, Edits & Changes (Optional)	\$99.00

SEO & Web Analyst

• Competitive Analysis and Keyword Research	Included
• Meta Tag, Page Titles and ALT Tag Integration	Included
• Google Analytics Integration and XML Sitemap Submissions	Included

Corporate ID Package (Optional)

• Logo Design - 8 Designs (Optional)	\$249.00
• Logo Design including Business Card, Letterhead & Envelope Design	\$449.00
• Full Color - 8 1/2 x 11 Tri-Fold Brochure	\$125.00

50% Deposit @ \$5,275 In Order To Get Started



Thanks Laura. Elegant studio is a great outfit. Your works , speak for itself.
Thanks, Emmanuel Ikeokwu - Face of Fiction

Testimonials

Elegant Image Studios

**Gary Davis**

President - Key Medical Solutions

"I was in the advertising/marketing business for over 30 years. Bob was introduced to me by another colleague for a web site design. I can say that Bob and Laura have done superb work for us in our start up company. Bob is now working on several other projects and I have every reason to know that these projects will be as good or better than the original projects that he has done."

**Sam Levine**

Atlanta Personal Injury Attorney

EIS exudes the utmost in professionalism and instill in its clients confidence with their expertise in the content and design of a myriad of professional websites. The level of collaboration by Elegant Image Studios with the client, including myself, is second to none." I would highly recommend using Elegant Image Studios. attorney or other professional or business oriented website.

**Janet Kempe**

SEGO We Care Foundation

WOW! This is beautiful Laura! Laura, thank you for making our site so beautiful! You have done an incredible amount of work on this site and it shows! Thank you SO much!!! We are all so excited over all you have done. I have been asked to present your beautiful website to our employees at a company meeting next Friday :) Thank you SO much!!!

Capabilities



Expert Team Management

EIS management team is all about pushing the envelope of what is possible in terms of design, marketing and technology.



You Will Love Your Design, We Promise

Elegant Image Studios will furnish two initial designs & furnish revisions until you are happy with your site design.



Quick System Support

EIS has a support ticket system in place for 24- Hour turnaround time during business hours.



We Create Websites That Get Results

EIS strives to get your website on the first page of Google. In addition, we can assist with your Google Adword's campaigns.



Friendly Customer Support & Training

Free Education and knowledge for all. EIS provides two hours of training on your Wordpress Dashboard and social media pages.

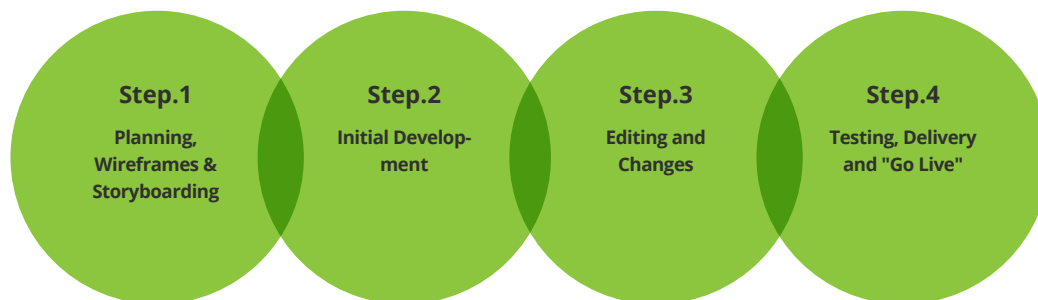


We Make Your Life Easy

EIS is a full line digital creative agency. One agency for web, branding, SEO, social media and internet marketing.

Project Description

We will work closely with you to get your input during each project phase in order to deliver a site that meets your exact needs. The standard phases are:



Step.1

Planning, Wireframes and Storyboarding

Because this is the basis for the entire designs, it is imperative to spend an adequate amount of time setting up the site parameters. We will need to work closely with you to determine several factors including, but not limited to: timeline, content specifications (who will provide, edit, etc.), additional site needs, etc.

Step.2

Initial Development

During this phase the site is taken "off the drawing board" and onto the web. This is the longest of all phases and, if there is additional site content which will need to be written, it may stretch the timeline even further. Again, this will depend upon what we establish in Phase 1, especially where the content writing and editing is concerned.

Project Description Continued

Step.3

Editing, Content Population and Changes

After a joint review and edit of the site, any and all necessary changes will be made. This phase does not need to take a long time and can be drastically shortened if we work closely with one another throughout Phases 1 and 2.


- Photo Selection
- Interactive Component Installation such as pop up .pdf files, jQuery Slide Show
- Online Forms Creation
- Keyword Research and Meta Tag Integration
- XML Sitemap Creation

Step.4

Testing, Deliver To Client and "Go Live"

It is imperative to thoroughly check the site for such things as browser compatibility, broken hyperlinks, and errors in submit forms to make certain everything is working properly. This process usually takes a few days, depending upon the "bugs" found.

Once everything has been tested, the final pages and graphics will be loaded onto the server and the project will be completed.

 Laura, thanks for all the hard work. This looks amazing. I love all that you have done.
Tom Kassin - SEGO We Care Foundation

Our Offer

\$10,550

Web Design & Development

A professionally designed website is an essential component of doing business in today's business environment. It has become the new store front for many businesses. The initial impression and decision to do join your organization could be based completely upon the professionalism and look and feel of your web site. Studies have shown that 80% of your visitors will be drawn in at first based strictly upon the look and feel of the site and photos or graphics.

- 4 Custom Responsive Wordpress Sites
- Search Engine Optimization
- Dashboard (Content Management System)
- Compatible With All Mobile Devices
- Social Media Integration


\$499*

Corporate ID Package (Option)

Having a good logo will set you apart from your competition. Your logo should be on all of your marketing materials which brings up corporate branding. All of your materials should match which make up your brand for your organization.

* Optional

- Logo Design - 8 Design Concepts
- Business Card Design
- Letterhead Design
- Envelope Design
- Full Color Tri-Fold Brochure

 I often bring Bob as a partner in my website projects. I appreciate his experience, patience, and generosity. When the work is complete the websites look great and the clients are pleased. - Michelle Murray - Freelance B2B Copywriter

Scope of Work and Deliverables

Becomes Part of the Contract

- Custom Wordpress Site
- Wordpress Dashboard for updating, editing and making changes to your sites
- 2 hours of training on-site, at our offices or yours or by phone
- 1 jQuery slide show image for the home pages
- Contact Forms Integration
- Wordpress Blogs Included
- Website is responsive, scales automatically and is compatible with iPad, iPhone & Android mobile devices including all desktop, notebook, laptop, smart phones and tablets
- Unlimited number of pages
- Merchant Account and/or PayPal integration
- Your organization owns all rights to the websites once we go live
- Unlimited online forms
- 1 information request contact form on the contact us pages
- Search engine submission and optimization (SEO)
- Website is designed to be viewed in Internet Explorer versions 8.0 & up, Google Chrome, MSN Bing, Mozilla Firefox, Safari & Opera
- Website is checked for cross browser & platform compatibility
- Website is designed to be handicap accessible in accordance with w3 standards
- All code validates & website is developed in compliance with current (w3) web standards
- Website is optimized for a quick load time (Under 3 seconds w/DSL)
- Google Analytics added to the website for tracking site statistics
- 75 credits with our preferred vendor, istockphoto.com for stock photography
- 1 creative meeting for the design phase in person or by phone
- Facebook, YouTube, LinkedIn, Google+, Instagram, and Twitter page, etc. branding & integration

Goal and Objectives.

Goal 1. — Attract New Members, Volunteers & Donors

- Increase Website Traffic Through Organic Search Results
- Generate Traffic Through Social Media Pages
- Provide a Responsive Website That Scales For Any Device

Goal 2. — Provide Information & Links to Visitors

- Clear & Concisely Written Content
- Professional Stock Photography
- Link to Social Media Pages

Goal 3. — Promote Organization

- Create Social Media Pages
- Create an Engaging Online User Experience for Mobile Devices such as tablets & cell phones
- Promote Organization through Social Media Pages

A professionally designed website is an essential component of doing business in today's environment. It has become the new store front for many organizations. The initial impression and decision to join your organization or donate could be based completely upon the professionalism and look and feel of your website. Studies have shown that 80% of your visitors will be drawn in at first based strictly upon the look and feel of the site and/or a photo or graphic. It is our job to keep them there through relative and interesting content (by making the site "sticky").

When you are developing a website, there are several factors that must be considered. It is extremely vital that all components compliment each other and that each page remains focused on the same general goals and outlook of the organization as a whole. For this reason, it is imperative to establish an organized and efficient site that promotes member use.

Project Timeline.

Month	1	2	3	4	5	6
• Design	phase 1	phase 2	phase 2			
• Development				phase 3	phase 3	phase 4

Phase 1 — Website Design

1 Month

- Creative Meeting with Our Senior Web Designer in Person or by Phone
- Two design concepts Provided with Two Revisions
- Finalize Design & Client Sign Off

Phase 2 — Website Content Population

2 Months

- Navigation Buttons & Sitemap Planning
- Page Construction
- Content, Text & Photo Population

Phase 3 — Website Development

2 Months

- Install Interactive Components - eCommerce, Pop Up .PDF Files, Online Forms, etc.
- Social Media Page Set Up & Branding - Twitter, Facebook, Instagram, Google+, YouTube & LinkedIn
- SEO (Search Engine Optimization) including Google Analytics Installation

Phase 4 — Testing & Go Live

1 Month

- Test Site For Browser Compatibility, Dead Links & Bugs
- Spelling & Grammar Checking
- Go Live & Delivery of Files to Client

Additional Services (Optional)

Elegant Image Studios offers a variety of additional services. Although our core competency is web design and development, we are a full line digital creative agency offering graphic design, internet marketing, SEO, content writing and printing.

Web Design & Development Services	
• Website Changes, Edits & Updates - Per Hour	\$150.00
• Stand Alone SEO without Website Design	\$440.00
• Monthly Maintenance Contract - Unlimited Changes, Edits, Updates & SEO	\$99.00
Content Services	
• Content Writing - Per 250 Words (Included with website design package)	\$10.00
• Blog Writing - Per Blog Post	Call for Pricing
• PR & Article Writing for SEO - Per Month for both a PR & Article for SEO	\$100.00
Marketing Services	
• Pay Per Click Advertising - Google Adwords Set Up	\$750.00
• Social Media - Twitter, Facabook, Google+ & LinkedIn Setup (w/o website)	\$1,500.00
• Google Places Setup (included in website design & development package)	\$500.00
Branding (Logo & Corporate ID are included in the website design package)	
• Logo Design - 8 Designs with Unlimited Revisions	\$249.00
• Corporate ID Package includes Business Card, Letterhead, Envelopes, Logo	\$499.00
• Brochure Design - Tri-Fold Full Both Sides - 8 1/2 x 11 Gloss Text	\$125.00

Web Features



Responsive Web Design

There are more searches done from mobile devices than desktop computers now days. Our websites are built with responsive design which means they will display equally well on all devices such as smart phones, tablets, notebook, laptop & desktop computers.



Content Management System

All of our websites have an easy to use backend control panel which gives you complete control over your website. You can edit text, change photos as well as adding, deleting, renaming pages and more. We provide 2 hours of training along with easy to follow videos.



Google Adwords Campaigns

EIS can help you navigate through this complex procedure by taking the burden of setting up a Google Adwords Campaign yourself. Not only have we set up campaigns for ourselves, but for many of our clients as well. This is the best way to spend your advertising dollars.



Social Media Page Branding

EIS will help you set up and brand your social media pages to mirror your website, thereby maintaining your brand across the board. It is essential to have a Facebook, Twitter, LinkedIn & Google+ pages now days. This generates synergy to drive even more traffic to your site.



Search Engine Optimization

You can have the best website in the world, however it is of little use if no one can find your site. This is an area where EIS has a great deal of depth. We do the necessary research and perform over 100 items in order to make certain your site has a great ranking.



E-Commerce Solutions

For our clients that sell online, we have a variety of shopping cart solutions to fit any product line. Even if you do not sell online, we can integrate your merchant account or PayPal account so that you can take online payments, making it easier for your clients, patients or customers.



Automatic Daily Backups

Your website is backed up daily so that in the event of a crash, we can have your website up and running immediately instead of waiting hours or days as with most hosting companies. We have an up time of over 99.99% in order to make certain you don't lose any customers.



Internet Marketing & Email Campaigns

EIS can help design an email campaign to reach your specific demographic within your Primary Marketing Area. We can also design a weekly, monthly or quarterly email newsletter to help you keep your name in front of and stay in touch with your clients, customers or patients.



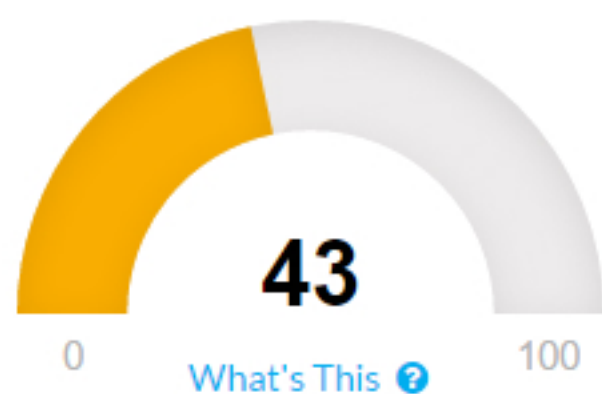
WEB DESIGN DEVELOPMENT PROJECT PROPOSAL

ELEGANT IMAGE STUDIOS, INC.

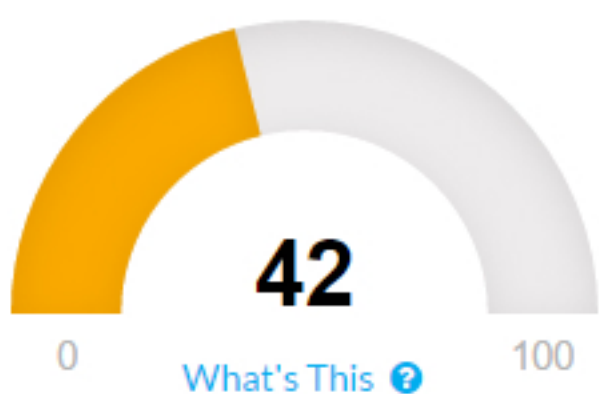
P.O. Box 1407
Winder, GA 30680

Phone: 678.457.7939
Email: bob.hendrix@elegantimagestudios.com
Website: www.elegantimagestudios.com
Skype: bob.hendrix1955

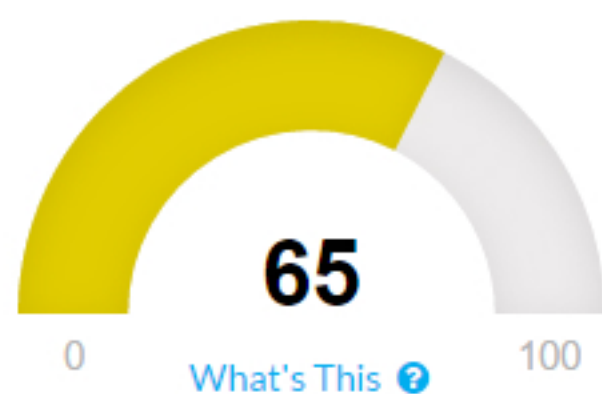
Page Authority



Domain Authority



Google Page Speed



Download PDF

Tweet Your Results

Share Your Results

SCORE: 69.16

SUCCESSES

7

WARNINGS

7

ERRORS

2

ORGANIC TRAFFIC

ORGANIC KEYWORDS



Keywords

1. georgia 4-h
2. georgia 4h
3. 4-h camp
4. 4h
5. ga 4h
6. ga 4-h
7. 4-h clip art
8. rock eagle
9. omk
10. 4-h

GREAT JOB!

These are the top keywords associated with your root domain. Click the keyword to see more data provided by SEMRush.

SEO STATS

TITLE



Text

Georgia 4-H

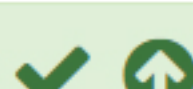
Length

11

GREAT JOB!

The length of your title meta tag should not exceed 55 characters to be properly included in all search engines and is an opportunity to provide a concise description of your page content with optimized keywords.

DESCRIPTION



Text

Georgia 4-H is a unit of the University of Georgia College of Agricultural and Environmental Sciences Cooperative Extension Service.

Length

132

GREAT JOB!

The meta description tag should provide a compelling description of your page where you have an opportunity to include keywords to entice your visitors and ideal lengths are between 150-160 characters.

KEYWORDS



Text

Georgia 4-H youth kids fun learn state extension cooperative service university college agriculture urban rural

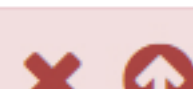
Word Count

15

GREAT JOB!

Most search engines will completely ignore the keywords meta tag, and it is the opinion of many that it is best to not have any meta keywords at all.

HEADING TAGS



H1 Count

0

H1 Text

No H1 tags were detected

H2 Count

0

H2 Text

No H2 tags were detected

H3 Count

0

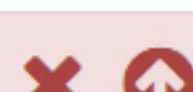
H3 Text

No H3 tags were detected

NEEDS ATTENTION!

Heading tags are important for explaining what the content of the page is about in a concise manner. Most search engines will also take these tags into consideration when ranking your page so it is important to have at very least an H1 tag included on all your pages.

IMAGES



Source 1

header.gif

Alt Text 1

No alt text was found

Source 2

radio4.png

Alt Text 2

Heard about 4-H on the Radio

Source 3

gala.png

Alt Text 3

Gala

Source 4

facebook2.jpg

Alt Text 4

facebook

Source 5

followusontwitter2.gif

Alt Text 5

twitter

Source 6

rssicon.gif

Alt Text 6

RSS

Source 7

gamilitary4h.png

Alt Text 7

No alt text was found

Source 8

americorps.png

Alt Text 8

No alt text was found

Source 9

UGA4H.png

Alt Text 9

UGA Extension 4-H

Source 10

progresscircle.gif

Alt Text 10

No alt text was found

Source 11

clover_color.gif

Alt Text 11

No alt text was found

Source 12

lamba4h.gif

Alt Text 12

I am Georgia 4-H

Source 13

enews.jpg

Alt Text 13

Georgia 4-H e-news

Source 14

quicklinks.gif

Alt Text 14

Text: Quick Links

Source 15

PArocks.jpg

Alt Text 15

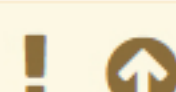
Project Achievement

NEEDS ATTENTION!

The alt tags on images have both SEO value and are used for semantics to the visitor in case the image did not render correctly. Fix any alt tags that say no alt text was found.

CRAWL STATS

ROBOTS



Robot Meta

No meta robots were found

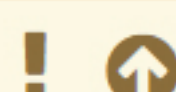
Robots.txt

No robots.txt was found

SOME ADVICE!

Adding the robots meta tag for your page or a robots.txt file will instruct search engine bots how to crawl and index pages on your website.

SITEMAP



Sitemap.xml

No sitemap.xml was found

SOME ADVICE!

Adding a sitemap.xml file in the root directory of your website will help search engines crawl your site more efficiently, then make sure to add into Google Webmaster Tools.

SOURCE CODE

CONTAINS INLINE CODE!↑

Inline Javascript	Yes
Inline Css	Yes

SOME ADVICE!

Excessive inline CSS and JavaScript code will increase your web page size and slow down loading time. Use external files to load both for improved web page performance.

FLASH✓↑

Uses Flash	No
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GREAT JOB!

Although some search engines can crawl Flash, it's not advised for SEO. If you're running rich media ads on your site, then Flash is ok.

SOCIAL

FACEBOOK OPEN GRAPH TAGS!↑

Tags Exist	No open graph tags were detected.
------------	-----------------------------------

SOME ADVICE!

Facebook's open graph meta tags help you depict your site the way you want it when it appears on Facebook.

TWITTER CARDS TAGS!↓

SOCIAL LINKS✓↑

Twitter	Yes
Facebook	Yes
Google Plus	No
Pinterest	No
Linkedin	No

GREAT JOB!

Search engines pay close attention to how much interest there is about your website on social websites and will rank sites based on this. Its important to make sure your pages are well connected through social websites.

URL STATS

URL KEYWORD MATCHES!↑

Title Matches	No word matches found between title and URL
Description Matches	No word matches found between description and URL

SOME ADVICE!

This section compares the URL you provided with the title and the description tags to check for keyword matches. Having a good distribution of keywords throughout your page is important, especially in the title, description and URL as these three areas will appear on most search engine results.

CANONICAL URL!↑

Url	No canonical URL was found.
-----	-----------------------------

SOME ADVICE!

The canonical tag is highly advised to avoid duplicate content issues and to let search engines know your preferred page and URL structure.

FRIENDLY URL✓↑

Url Is Friendly	Yes
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GREAT JOB!

Friendly and clean URLs that use rewrite techniques to avoid query parameters such as ? and & are much more optimized for search engines to understand your target keywords and match for page relevancy.

64 / 100

Suggestions Summary

! Should Fix:

Optimize images

Properly formatting and compressing images can save many bytes of data.

Optimize the following images to reduce their size by 377.9KiB (67% reduction).

- Losslessly compressing <http://georgia4h.org/Templates/images/gamilitary4h.png> could save 70.8KiB (65% reduction).
- Losslessly compressing <http://georgia4h.org/templates/images/gala.png> could save 69.8KiB (78% reduction).
- Losslessly compressing <http://georgia4h.org/Templates/images/americorps.png> could save 66KiB (84% reduction).
- Losslessly compressing <http://georgia4h.org/Templates/images/UGA4H.png> could save 65.1KiB (79% reduction).
- Losslessly compressing <http://georgia4h.org/...s/headline/downloads/730/big/DSC0816.JPG> could save 64KiB (62% reduction).
- Losslessly compressing <http://georgia4h.org/templates/images/followusontwitter2.gif> could save 12.9KiB (93% reduction).
- Losslessly compressing <http://georgia4h.org/templates/images/facebook2.jpg> could save 12.5KiB (93% reduction).
- Losslessly compressing <http://georgia4h.org/...ate Dairy Judging Winners Morgan Co.jpg> could save 10.6KiB (23% reduction).
- Losslessly compressing <http://georgia4h.org/templates/images/header.gif> could save 6.2KiB (23% reduction).

▲ Hide details

! Consider Fixing:

Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

Leverage browser caching for the following cacheable resources:

- <http://georgia4h.org/Templates/images/UGA4H.png> (expiration not specified)
- <http://georgia4h.org/Templates/images/americorps.png> (expiration not specified)
- http://georgia4h.org/Templates/images/clover_color.gif (expiration not specified)
- <http://georgia4h.org/Templates/images/gamilitary4h.png> (expiration not specified)
- <http://georgia4h.org/Templates/images/iamga4h.gif> (expiration not specified)
- <http://georgia4h.org/Templates/images/progresscircle.gif> (expiration not specified)
- <http://georgia4h.org/main/images/PArocks.jpg> (expiration not specified)
- <http://georgia4h.org/main/images/enews.jpg> (expiration not specified)
- <http://georgia4h.org/...te Horse Quiz Bowl Winners Coweta Co.JPG> (expiration not specified)
- <http://georgia4h.org/...s/headline/downloads/730/big/DSC0816.JPG> (expiration not specified)
- <http://georgia4h.org/...ate Dairy Judging Winners Morgan Co.jpg> (expiration not specified)

▲ Hide details

Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 3 blocking CSS resources. This causes a delay in rendering your page.

None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

Optimize CSS Delivery of the following:

- <http://georgia4h.org/main/images/GA4HTemplate/ga4h.css>
- <http://georgia4h.org/main/images/GA4HTemplate/ga4h.css>
- <http://georgia4h.org/ga4h.css>

▲ Hide details

Enable compression

Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.

Enable compression for the following resources to reduce their transfer size by 35.8KiB (79% reduction).

- Compressing <http://georgia4h.org/> could save 35.8KiB (79% reduction).

▲ Hide details

Reduce server response time

In our test, your server responded in 0.31 seconds. There are many factors that can slow down your server response time. Please read our recommendations to learn how you can monitor and measure where your server is spending the most time.

▲ Hide details

Minify HTML

Compacting HTML code, including any inline JavaScript and CSS contained in it, can save many bytes of data and speed up download and parse times.

Minify HTML for the following resources to reduce their size by 6.7KiB (15% reduction).

- Minifying <http://georgia4h.org/> could save 6.7KiB (15% reduction).

▲ Hide details

✔ 4 Passed Rules

▼ Hide details

Avoid landing page redirects

Your page has no redirects. Learn more about avoiding landing page redirects.

Minify CSS

Your CSS is minified. Learn more about minifying CSS.

Minify JavaScript

Your JavaScript content is minified. Learn more about minifying JavaScript.

Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about prioritizing visible content.

Download optimized image, JavaScript, and CSS resources for this page.



60 / 100 Speed

! Should Fix:

Optimize images

Properly formatting and compressing images can save many bytes of data.

Optimize the following images to reduce their size by 332KiB (64% reduction).

- Losslessly compressing <http://georgia4h.org/Templates/images/gamilitary4h.png> could save 70.8KiB (65% reduction).
- Losslessly compressing <http://georgia4h.org/templates/images/gala.png> could save 69.8KiB (78% reduction).
- Losslessly compressing <http://georgia4h.org/Templates/images/americorps.png> could save 66KiB (84% reduction).
- Losslessly compressing <http://georgia4h.org/Templates/images/UGA4H.png> could save 65.1KiB (79% reduction).
- Losslessly compressing [http://georgia4h.org/...line/downloads/737/big/Evie Woodward.jpg](http://georgia4h.org/...line/downloads/737/big/Evie_Woodward.jpg) could save 18.1KiB (32% reduction).
- Losslessly compressing <http://georgia4h.org/templates/images/followusontwitter2.gif> could save 12.9KiB (93% reduction).
- Losslessly compressing <http://georgia4h.org/templates/images/facebook2.jpg> could save 12.5KiB (93% reduction).
- Losslessly compressing <http://georgia4h.org/...ate Dairy Judging Winners Morgan Co.jpg> could save 10.6KiB (23% reduction).
- Losslessly compressing <http://georgia4h.org/templates/images/header.gif> could save 6.2KiB (23% reduction).

▲ Hide details

Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 3 blocking CSS resources. This causes a delay in rendering your page.

None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

Optimize CSS Delivery of the following:

- <http://georgia4h.org/main/images/GA4HTemplate/ga4h.css>
- <http://georgia4h.org/main/images/GA4HTemplate/ga4h.css>
- <http://georgia4h.org/ga4h.css>

▲ Hide details

Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

Leverage browser caching for the following cacheable resources:

- <http://georgia4h.org/Templates/images/UGA4H.png> (expiration not specified)
- <http://georgia4h.org/Templates/images/americorps.png> (expiration not specified)
- http://georgia4h.org/Templates/images/clover_color.gif (expiration not specified)
- <http://georgia4h.org/Templates/images/gamilitary4h.png> (expiration not specified)
- <http://georgia4h.org/Templates/images/iamga4h.gif> (expiration not specified)
- <http://georgia4h.org/Templates/images/progresscircle.gif> (expiration not specified)
- <http://georgia4h.org/main/images/PArocks.jpg> (expiration not specified)
- <http://georgia4h.org/main/images/enews.jpg> (expiration not specified)
- <http://georgia4h.org/...ate Dairy Judging Winners Morgan Co.jpg> (expiration not specified)
- [http://georgia4h.org/...line/downloads/737/big/Evie Woodward.jpg](http://georgia4h.org/...line/downloads/737/big/Evie_Woodward.jpg) (expiration not specified)
- [http://georgia4h.org/...dline/downloads/738/big/Emily Mercer.jpg](http://georgia4h.org/...dline/downloads/738/big/Emily_Mercer.jpg) (expiration not specified)

▲ Hide details

! Consider Fixing:

Enable compression

Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.

Enable compression for the following resources to reduce their transfer size by 35.4KiB (79% reduction).

- Compressing <http://georgia4h.org/> could save 35.4KiB (79% reduction).

▲ Hide details

Reduce server response time

In our test, your server responded in 0.31 seconds. There are many factors that can slow down your server response time. [Please read our recommendations](#) to learn how you can monitor and measure where your server is spending the most time.

▲ Hide details

Minify HTML

Compacting HTML code, including any inline JavaScript and CSS contained in it, can save many bytes of data and speed up download and parse times.

Minify HTML for the following resources to reduce their size by 6.7KiB (16% reduction).

- Minifying <http://georgia4h.org/> could save 6.7KiB (16% reduction).

▲ Hide details

✓ 4 Passed Rules

▼ Hide details

Avoid landing page redirects

Your page has no redirects. Learn more about [avoiding landing page redirects](#).

Minify CSS

Your CSS is minified. Learn more about [minifying CSS](#).

Minify JavaScript

Your JavaScript content is minified. Learn more about [minifying JavaScript](#).

Prioritize visible content

You have the above-the-fold content properly prioritized. Learn more about [prioritizing visible content](#).

Download optimized [image](#), [JavaScript](#), and [CSS resources](#) for this page.

60 / 100 User Experience

This page may not pass Google's [Mobile-Friendly Test](#). [Learn more](#).

! Should Fix:

Use legible font sizes

The following text on your page renders in a way that may be difficult for some of your visitors to read. [Use legible font sizes](#) to provide a better user experience.

The following text fragments have a small font size. Increase the font size to make them more legible.

- [Georgia4H.org](#) renders only 6 pixels tall (16 CSS pixels) ([see screenshot](#)).
- [contact information](#) and 26 others render only 4 pixels tall (12 CSS pixels) ([see screenshot](#)).
- [This 8 minute cool officials](#), and 21 others render only 4 pixels tall (12 CSS pixels) ([see screenshot](#)).
- [Georgia4h.org](#) and 1 others render only 4 pixels tall (12 CSS pixels) ([see screenshot](#)).
- [The University of Georgia](#) renders only 6 pixels tall (16 CSS pixels) ([see screenshot](#)).
- [College of Agr_ental Sciences](#) and 1 others render only 3 pixels tall (10 CSS pixels) ([see screenshot](#)).
- [Arch Smith, S_irector of 4-H](#) and 1 others render only 3 pixels tall (10 CSS pixels) ([see screenshot](#)).
- [Georgia 4-H Headlines](#) renders only 6 pixels tall (16 CSS pixels) ([see screenshot](#)).
- [Georgia 4-H.t of Relations](#) and 15 others render only 4 pixels tall (12 CSS pixels) ([see screenshot](#)).
- [<lt; previous ::](#) and 5 others render only 4 pixels tall (12 CSS pixels) ([see screenshot](#)).
- [Congratulation mg Contest!...](#) renders only 4 pixels tall (12 CSS pixels) ([see screenshot](#)).

▲ Hide details

Size tap targets appropriately

Some of the links/buttons on your webpage may be too small for a user to easily tap on a touchscreen. Consider [making these tap targets larger](#) to provide a better user experience.

The following tap targets are close to other nearby tap targets and may need additional spacing around them.

- The tap target [Georgia4H.org](#) is close to 2 other tap targets ([see screenshot](#)).
- The tap target [](#) and 26 others are close to other tap targets ([see screenshot](#)).
- The tap target [<input type="image" name="submit">](#) is close to 3 other tap targets ([see screenshot](#)).
- The tap target [](#) and 22 others are close to other tap targets ([see screenshot](#)).
- The tap target [The University of Georgia](#) is close to 2 other tap targets ([see screenshot](#)).
- The tap target [College of Agr_ental Sciences](#) and 1 others are close to other tap targets ([see screenshot](#)).
- The tap target [<div id="smwPrevious" class="textbold"><lt; previous ::</div>](#) and 1 others are close to other tap targets ([see screenshot](#)).
- The tap target [Georgia...Cloverleaf](#) and 18 others

▲ Hide details

Configure the viewport

Your page does not have a viewport specified. This causes mobile devices to render your page as it would appear on a desktop browser, scaling it down to fit on a mobile screen. [Configure a viewport](#) to allow your page to render properly on all devices.

Configure a viewport for this page.

▲ Hide details

✓ 3 Passed Rules

▼ Hide details

Avoid app install interstitials that hide content

Your page does not appear to have any app install interstitials that hide a significant amount of content. Learn more about the importance of [avoiding the use of app install interstitials](#).

Avoid plugins

Your page does not appear to use plugins, which would prevent content from being usable on many platforms. Learn more about the importance of [avoiding plugins](#).

Size content to viewport

The contents of your page fit within the viewport. Learn more about [sizing content to the viewport](#).





Website Planning Phase

- **Planning.**
If you have not already done so, you will want to take some time to think about what you wish to accomplish with your new website. Determine if you will need any special functionality or interactivity with your visitors; consider the type of design style which appeals to you and then let us know. When you are ready, please request your free, no-obligation [website design quote](#).
- **Website Development Agreement.**
Once we have come to an agreement on project details and price, we will prepare a website development Agreement for you to review, sign and send back with your deposit.
- **Initial Deposit.**
The signed Agreement and a 50% deposit are required before we begin your project. The remainder of your balance will be due upon project completion. Once we have received your 50% deposit and signed Agreement, we will provide you with a copy of the fully executed Agreement (unless you have a signed copy which you faxed), a receipt for your deposit and your project start date.

Starting the Project

- Upon receipt of your deposit and Agreement, we will send you a confirmation of your deposit/Agreement and provide a list of items which will be needed from you over the course of development.
- You will need to let us know the navigation links you would like (such as home, about us, services, etc) and supply all text and/or product information to be included on your site. In addition, you may also supply material such as company logo, personal photos, etc, if desired.
- If you have any guide sites you would like us to refer to when designing your site or if you have any preference as to colors, style, etc please offer that information as well.
- For E-Commerce sites that require us to enter products for you, we will need you to supply an Excel spread sheet listing the following: Product Name, Unique Product ID Number (if any), Product Description, Options (if any – size, color, etc), Price, Approximate Weight, Number in Stock, as well as the product photos named in correspondence with the Product ID Number on the spread sheet.
- Ideally, all of the above information should be supplied prior to us getting started. If all of the information is not available at the start of the project, we will gather this information during the design process.
- **Custom Designed Website Mockups.**
We will provide two home page mockup concepts for your project. In most cases, we will be able to provide these designs within 10 business days following your start date. After you have reviewed the designs and decided which one you would like to use, we will continue to make modifications to the design until the final desired look is achieved. Once the final desired look is achieved, we will create the interior page layout, convert the design to HTML5 or Wordpress, add

programming, etc. During this process, you will have the opportunity to review all progress being made.

- **In Progress Viewing.**

We establish a private directory for your new website on our server (or on a hidden directory on your server) so that you may view the website development progress at any time. We will inform you via email when updates to the site have been made so you can review the most recent progress.

Website Development Phase

- **Programming, Coding, Navigation Links, Site Map.**

Based upon your Agreement and the final design you selected, we create as many static or dynamic pages as needed to complete your site. Navigation links or drop down menus, and rollover effects, if desired, are completed. The creation of a site map page is done which includes easy one-click access to all pages of your site.

- **Site Content, CSS Stylesheets.**

Incorporation of your logo, photos and text content is included in all projects. CSS Stylesheets are used to define font faces, styles, sizes and colors for consistency throughout the site.

- **Response Forms / Email Contact Forms.**

We always recommend at least one contact form for your visitor's convenience. Using a contact form, a visitor can email you directly from your website without needing to open their email program. This is especially convenient if a visitor is not using their own computer when their email program is not available.

Testing Prior to Launch

- **Search Engine Readiness Check.**

Meta Tags, Page Titles, Page Heading, Alt Image Tags, Link Text, and Page Body Text evaluation and adjustment where needed throughout the website. At no time can we guarantee when or where the search engines will place your website within their search results or directory.

- **Browser Compatibility Testing.**

Your website is tested on a variety of operating systems and browsers to insure proper display and functionality.

- **Grammar & Spell Check.**

Before the website is launched, a grammar and spell check is performed to insure there are no mistakes.

- **Dead Link Check.**

A thorough check for misdirected links and missing files is performed just prior to as well as after the launch of the website.

- **Forms / Programming.**

Any email contact forms and/or programming features included in your project are tested to confirm they are functioning as required.

Website Launch

- **Final Payment, Launch and Error Testing.**

Final payment is always due before we take the website live on your domain. Upon receipt of final payment, you will be emailed a final/paid in full receipt. All necessary website files and scripts are copied to your domain and databases are setup. After the website is live, any interactive programming and scripts are tested to verify proper function.

- **Website Files.**
After launch and testing of the website, you can be provided with a zipped archive of all website files if you so desire.
- **Website Instructions & Documentation.**
Any documentation and information pertaining to your website (domain name information, hosting information, features and software information) is supplied to you in a Website Information Document for your files and future reference.
- **Search Engine Submission.**
Hand submission and automated search engine submission occurs after launching and testing of the website.

Website Warranty Phase

- Minor adjustments to the website are included at no charge for up to 30 days after the website has launched. Minor changes include adding, changing text, adding or changing photos, etc. Any major revision requests will require additional discussion and possibly incur a fee.