

WordPress Business Website Template - Starting Point

PROJECT SCOPE SUMMARY

WP Business

PROJECT TIME & COST

HOURS
104.78

COST
\$0.00

Project is billable at a project hourly rate

Note: Project hours above are an estimate and may not represent the actual number of hours or cost it will take to complete this project.

Project hourly rate: \$0.00

PROJECT DESCRIPTION

This is a... FILL OUT THIS DESCRIPTION

WordPress Business Website Template - Starting Point

PROJECT SCOPE | Hours: 104.784 Cost: \$0.00

WP Business

I. INSTRUCTIONS ON USING THIS TEMPLATE (Notes)

Description:

This is a starting point for a project. Each section of this scope can be found broken into it's individual parts in the templates area. You can also find additional options for your project in the templates areas. All sections of this scope and additional options are nested under this category in the template hierarchy.

This is a WORDPRESS based template and notes on template building is scattered throughout. Please be sure to note these items.

For items that require you to add information, brackets [LIKE THIS] have been placed around items. Be sure to add text to these items.

II. Project Wide Tasks And Notes (Task)

Hours: 55.56

Description:

This is a list of tasks needed to build a website that is not built on a pre-existing theme. These are the items that have to be done to get the project started and to launch the system.

II.1. Planning And Information Architecture Development (Planning)

Hours: 11.00

Description:

- Gather project specifications from client
- Write up the project information architecture
- Review all items above with client, and get a sign off from the client on work

Notes:

The time for this item may change drastically based on the client.

Tasks:

Client meeting / discovery	Discuss project needs and present documents - 3 meetings	\$ 0.00 /hr	5 hrs	\$ 0.00
Information Architecture Planning and Consultation	Write information architecture	\$ 0.00 /hr	3 hrs	\$ 0.00
Project Consultation	Write project Creative Brief	\$ 0.00 /hr	3 hrs	\$ 0.00

II.2. Project Setup (Task)

Hours: 7.25

Description:

This is a list of tasks related to setting up the project on internal and sometimes external systems and to prepare the team to work on the project.

Notes:

The time for this item may change drastically based on the client.

II.2.A. Client Communications And Project Management Tools Setup (Task)

Hours: 1.00

Description:

Set up project in [YOUR PROJECT MANAGEMENT TOOL HERE] and inform team of project.

Tasks:

Systems setup	\$ 0.00 /hr	1 hrs	\$ 0.00
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II.2.B. Write Full Project Plan In Project Management Tool And Assign tasks (Task)

Hours: 4.00

Description:

Set up tasks, deadlines, planning, Gantt charts, etc. for the initiation of the project.

Project Management Systems: [ENTER PM SYSTEMS USED BELOW]

- Asana
- JIRA
- Teamwork

Tasks:

Systems setup **\$ 0.00 /hr** **4 hrs** **\$ 0.00**

II.2.C. Serving Environment Setup (Task)

Hours: 0.50

Description:

- Initiate hosting environments for build and for live areas
- Set up and distribute user permissions, usernames and passwords
- Inform all team members of new environments
- Install empty Wordpress installation

Hosting Company: [HOSTING COMPANY HERE]

Tasks:

Systems setup **\$ 0.00 /hr** **0.5 hrs** **\$ 0.00**

II.2.D. Code Repository Setup (Task)

Hours: 1.00

Description:

- Set up code repository
- Set up skeleton directory structure
- Commit and push code frameworks and other dependencies
- Invite or add users

Code repository location:

- [BitBucket.org](https://bitbucket.org)
- github.io

Tasks:

Systems setup	\$ 0.00 /hr	1 hrs	\$ 0.00
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II.2.E. CMS, Plugins, And Widgets (Feature)

Hours: 0.65

Description:

The Content Management System (CMS), system plugins, and widgets purchased or used are listed below.

Notes:

When using widgets on a website, no liability for the long-term use of these items will be applied to the developer. Breaks will happen and fixes must be applied. Fees may apply to fix items in the future.

II.2.E.1. Content Management System (Feature)

Hours: 0.50

Description:

Wordpress - <http://wordpress.org/>

WordPress is web software you can use to create a beautiful website or blog. We like to say that WordPress is both free and priceless at the same time.

The core software is built by hundreds of community volunteers, and when you're ready for more there are thousands of [plugins](#) and [themes](#) available to transform your site into almost [anything you can imagine](#). Over 60 million people have chosen WordPress to power the place on the web they call "home" — we'd love you to join the family.

Tasks:

Systems setup	Setup and install	\$ 0.00 /hr	0.5 hrs	\$ 0.00
	Wordpress			

II.2.E.2. Contact Form 7 (Feature)

Description:

Notes:

Use: Item being used to help send form items from Gravity forms to the contact form database Cost: Free

URL: <http://contactform7.com/>

II.2.E.3. Contact Form DB (Feature)

Hours: 0.25

Description:

Use: To save form submissions to the database. Works with Contact Form 7 and Gravity Forms

URL: <http://wordpress.org/extend/pl...>

Notes:

Cost: free

Tasks:

Systems setup

\$ 0.00 /hr

0.25 hrs

\$ 0.00

II.2.E.4. Wordfence (Feature)

Description:

Use: Wordpress security

URL: <https://www.wordfence.com/>

Notes:

Basic System Cost: Free

II.2.E.5. Yoast (Feature)

Description:

Use: SEO plugin

URL: <https://yoast.com/>

Notes:

Basic System Cost: Free

II.3. Concept Design (Task)

Hours: 10.00

Description:

The theme of your website is the overall look, feel and style of the system. This includes the color scheme, layout and style elements. Your website theme is a direct representation of your brand and has a direct impact on your users' experience.

For this project, we are using a ready-made theme that can be modified to match your brand. While this is not as time intensive as building the design from scratch, it still takes a substantial amount of time to find the right theme and customize it to you.

[MORE ON YOUR PROCESS HERE]

Tasks:

Client meeting / discovery	Initial discussions with the client, follow up meetings, and reviews	\$ 0.00 /hr	3 hrs	\$ 0.00
Project Consultation	Mood boards and benchmarking	\$ 0.00 /hr	2 hrs	\$ 0.00
Research and planning	Find themes that match brand and make recommendations	\$ 0.00 /hr	2 hrs	\$ 0.00
Systems setup	Purchase and install theme	\$ 0.00 /hr	3 hrs	\$ 0.00

II.4. Project Management (Task)
Hours: 16.28

Description:

The Project Management task is the task of managing all team members as well as client communications throughout the build of the project. This task is calculated as a percentage of the total number of hours in the project.

Tasks:

Project Management (20%)	Project Management	\$ 0.00 /hr	16.28 hrs (20% of project)	\$ 0.00
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II.5. Mobile Responsive Platform Improvements (Task)
Hours: 5.00

Description:

This line item is a general amount allocated to mobile responsiveness. It is an additional percentage that is based on the size of the project and usually equal to roughly 10% of the front end development hours).

This item is time allotted to ensuring the system looks good on mobile devices and works correctly. The framework noted above is a mobile responsive framework and automatically provides for mobile responsiveness, however not all items need to be shown on a mobile device some need to be turned off, edited, or otherwise changed to make sure that certain areas work on a mobile device. Additionally, certain areas of the site may need to be turned off completely as they will not show on a mobile device without completely rebuilding them. These areas have been noted in corresponding the 'Section Notes' areas.

Mobile responsiveness may be removed, however the addition of this item substantially contributes to the success of the project. Here is a great example of this:

<http://venturebeat.com/2014/08/03/responsive-desig...>

Tasks:

Coding - HTML / CSS	Ensure all pages are mobile responsive	\$ 0.00 /hr	5 hrs	\$ 0.00
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II.6. Search Engine Optimization (Notes)

Description:

Search Engine Optimization is NOT A PART of this project build. From within Wordpress there are methods to add page keywords, descriptions, and other meta-data, but the actual research into what these keywords and descriptions should be is not included in the build of this project.

Additionally, no other tasks have been assigned to the deployment of this project.

II.7. Content Creation (Notes)

Description:

The task of writing content for this website is NOT INCLUDED in this project. The Client is responsible for delivering ALL CONTENT at the beginning of the project for this website. Recommendations for additional content may be made during the build of the system, but no content will be created by our team.

II.8. Pre-Launch Site Check (Task)

Hours: 3.28

Description:

This is a list of checks to be completed before the website can be marked completed.

II.8.A. Check All Pages Built Against Architecture (Task)

Hours: 0.12

Tasks:

Quality Assurance Project Consultation \$ 0.00 /hr 0.12 hrs \$ 0.00

II.8.B. Mobile Responsive Checked In Andriod And IOS (Task)

Hours: 1.00

Description:

Double check mobile responsiveness in most recent versions of Android and iOS mobile.

Tasks:

Quality Assurance \$ 0.00 /hr 1 hrs \$ 0.00

II.8.C. Cross Browser Compatibility Check (Task)

Hours: 1.00

Description:

Double check on:

- Chrome
- Firefox
- MS Edge
- Safari

Tasks:

Quality Assurance Quality Assurance \$ 0.00 /hr 1 hrs \$ 0.00

II.8.D. Speed Check (Task)

Hours: 0.12

Description:

<https://developers.google.com/speed/pagespeed/insights/>

Tasks:

Quality Assurance Quality Assurance **\$ 0.00 /hr** **0.12 hrs** **\$ 0.00**

II.8.E. Google Webmaster Tools Added (Task)

Hours: 0.12

Description:

<https://www.google.com/webmasters/tools/home?hl=en&pli=1>

Tasks:

Quality Assurance Quality Assurance **\$ 0.00 /hr** **0.12 hrs** **\$ 0.00**

II.8.F. Sitemap Added (Task)

Hours: 0.10

Description:

<https://wordpress.org/plugins/google-sitemap-generator/>

Tasks:

Quality Assurance Quality Assurance **\$ 0.00 /hr** **0.1 hrs** **\$ 0.00**

II.8.G. Google Analytics Added (Task)

Hours: 0.10

Description:

Add client's email as main account, then add JHMG user as our account.

Tasks:

Quality Assurance Quality Assurance \$ 0.00 /hr 0.1 hrs \$ 0.00

II.8.H. Robots.Txt - Ok To Be Searched (Task)

Hours: 0.10

Tasks:

Quality Assurance Quality Assurance \$ 0.00 /hr 0.1 hrs \$ 0.00

II.8.I. SEO Checks (Task)

Hours: 1.00

Description:

Check to make sure no broken links and site is looking good.

- <https://www.google.com/webmasters/tools/>
-

Tasks:

Quality Assurance Quality Assurance \$ 0.00 /hr 1 hrs \$ 0.00

II.9. Project Launch (Task)

Hours: 2.75

Description:

- Migrate DNS
- Manage / migrate MX records if necessary
- Push files to live environment
- Run critical systems testing protocols

Notes:

Running critical systems testing protocols is project dependent

Tasks:

Project Launch \$ 0.00 /hr 1.75 hrs \$ 0.00

II.9.A. Run Critical Systems Testing

Protocols (Testing)

Hours: 1.00

Description:

Critical systems testing protocols are different for every project, so this portion may need to be fully determined when the project is almost completed. This is just an initial estimate.

Tasks:

Project Launch	\$ 0.00 /hr	1 hrs	\$ 0.00
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III. Header / Footer (Section)

Hours: 7.90

Description:

Pricing for the header and footer design, coding, and programming are a part of the concept design and HTML Framework set up and coding, except for the 'get a consultation' lightbox and form.

III.1. Header (Section)

Hours: 4.10

Description:

The header of the page is a 'sticky' navigation that stays at the top of the screen as the user scrolls down.

Header area will have:

- Logo / link to home page
- Phone number
- Main Navigation
- Get a consultation button / link to open get a consultation lightbox
- Send us an email / link to contact page

Notes:

The header remains the same on every page in order to ensure the user can always find their way around the website.

Tasks:

Coding - HTML / CSS Set up website header	\$ 0.00 /hr	2 hrs	\$ 0.00
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III.1.A. Main Navigation (Navigation)

Description:

- Home
- Services
- Our Work
- Company
 - Staff
- Contact

Notes:

The main site navigation will be shown on all pages of the website at the top or left of the website and will help users navigate through the website.

III.1.B. Get A Consultation (Modal)

Hours: 2.10

Description:

Modal with a form is triggered when clicking on the "Get a consultation" button in the header. Modal will have:

- Text about why to use this company
- Consultation Form:
 - name
 - email
 - phone
 - project type
 - budget
 - comments
 - submit button

Notes:

Mobile Responsive Item: Get a consultation may be a separate page on mobile devices.

Tasks:

Coding - HTML / CSS	\$ 0.00 /hr	1.25 hrs	\$ 0.00
Programming - CMS	\$ 0.00 /hr	0.5 hrs	\$ 0.00
Integration			
Quality Assurance (20%)	\$ 0.00 /hr	0.35 hrs (20% of card)	\$ 0.00

III.2. Footer (Section)

Hours: 4.00

Description:

The footer of your website is at the bottom of the page.

Tasks:

Coding - HTML / CSS Set up website footer \$ 0.00 /hr 2 hrs \$ 0.00

III.2.A. Contact Info (Element)

Hours: 2.00

Description:

- Phone
- Address
- Get a consultation button / opens consultation lightbox

Tasks:

Client meeting / Meeting time with \$ 0.00 /hr 1 hrs \$ 0.00
discovery client

Coding - HTML / CSS meeting time \$ 0.00 /hr 1 hrs \$ 0.00

III.2.B. Full Site Navigation (Navigation)

Description:

- Home
- Services
- Our Work
- Company
- Contact

III.2.C. Copyright

Information (Element)

Description:

Copyright ::year:: Company name

III.2.D. Social Media Icons (Social Media)

Description:

- Facebook
- Twitter
- LinkedIn
- Instagram

Notes:

Each icon links to it's corresponding platform.

IV. Home Page (Page)

Hours: 1.70

Description:

Page Goals:

- Drive user to main call to action button
- Inform user of choices

Notes:

Initial composition design time is included in the concept design for this project.

IV.1. Promotional Image Rotator (Element)

Hours: 1.20

Description:

This image slider will use [NAME OF SLIDER PLUGIN]

Promotional image rotator will include on each image:

- Photo or image
- Next/Back buttons
- Description
- Call to action button

Notes:

Three slides with pictures and text provided by the client will be turned into slides. Once the slider has been completed, the client may use the CMS to edit the images, titles, text, and call to action button as needed. Mobile Responsive Item: Promotional Rotator may be modified or removed in some situations.

On the right and left sides of this area there will be next and back buttons in the shape of arrows that navigate through the 3 slides.

Images will transition from one to another by having one fade in while the other fades out. No other animation will be done.

Tasks:

Coding - HTML / CSS	Edit template code to make sure slider fits correctly	\$ 0.00 /hr	0.5 hrs	\$ 0.00
Programming - CMS	Add slider and format images	\$ 0.00 /hr	0.5 hrs	\$ 0.00
Integration		\$ 0.00 /hr	0.2 hrs (20% of card)	\$ 0.00
Quality Assurance (20%)				

IV.2. Company Tag Line / Description (Element)

Hours: 0.25

Description:

Once sentence explanation of what the company does.

Tasks:

Programming - CMS		\$ 0.00 /hr	0.25 hrs	\$ 0.00
Integration				

IV.3. Service Item Promo Boxes (Element)

Hours: 0.25

Description:

4 Promo boxes about our services. Each box to have:

- Image / link to service information
- Title / link to service information

- Text about service

Tasks:

Programming - CMS	\$ 0.00 /hr	0.25 hrs	\$ 0.00
Integration			

V. Services (Page)

Hours: 13.60

Description:

List of all client services. Per service:

- Title / link to service profile page
- Optional Image / link to service profile page
- Text

Tasks:

Coding - HTML / CSS	Create theme template	\$ 0.00 /hr	2 hrs	\$ 0.00
Content Entry & Formatting	Add content to page	\$ 0.00 /hr	1 hrs	\$ 0.00
Programming - CMS	add template custom	\$ 0.00 /hr	1 hrs	\$ 0.00
Integration	fields			

V.1. Service Profile (Page)

Hours: 9.60

Description:

Create service profile theme template

- Title
- Large Image
- Optional Video(s) about service
- Text about service
- Get started button - opens consultation modal from header

Notes:

This is a page that fully explains the service. Content Generation task is allotted two hours per service. Total number of services is ENTER NUMBER OF SERVICES HERE.

Tasks:

Coding - HTML / CSS	Create theme template	\$ 0.00 /hr	3 hrs	\$ 0.00
Content Entry & Formatting	Content Entry & Formatting	\$ 0.00 /hr	4 hrs	\$ 0.00
Programming - CMS	Add custom fields to theme template	\$ 0.00 /hr	1 hrs	\$ 0.00
Integration	test theme template	\$ 0.00 /hr	1.6 hrs (20% of card)	\$ 0.00
Quality Assurance				

VI. Our Work (Page)**Hours: 13.64****Description:**

Portfolio of work. This is a photo gallery of work. On the page there is a grid view of projects. Each project has:

- Image / link to project page
 - Title / link to project page
-

Tasks:

Content Entry & Formatting	Add content to page	\$ 0.00 /hr	1.5 hrs	\$ 0.00
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VI.1. Project Page (Page)**Hours: 12.14****Description:**

This is a page the shows in-depth the project that was selected on the previous page.

Tasks:

Content Entry & Formatting	Add content to pages	\$ 0.00 /hr	4 hrs	\$ 0.00
Programming - CMS	Create Project Page	\$ 0.00 /hr	5 hrs	\$ 0.00

Integration theme template

Quality Assurance
(20%)

\$ 0.00 /hr

3.14 hrs

\$ 0.00

(20% of
card)

VI.1.A. Page Textual Information (Element)

Description:

- Title of project
- Date completed
- Description / case study
 - Problems the client had and how they were solved
 - Process of solving problems

VI.1.B. Photo Gallery Of Project (Page)

Description:

Grid view of photos from project. On click of each item, a lightbox will pull up with a larger view of the photo. The light box will also allow the user to cycle through all the photos in the gallery.

VI.1.B.1. Photo Gallery Lightbox (Modal)

Description:

The lightbox will have:

- Image
- Title
- next and previous buttons
- close button
- user will also be able to click on page, off of lightbox to close lightbox.

VII. Company (Page)

Hours: 9.38

Description:

Paragraph about about the company:

- Header
- text about company
- Image of full staff / link to staff page
- link to see all staff

Tasks:

Content Entry & Formatting	Add content to page and format	\$ 0.00 /hr	1.5 hrs	\$ 0.00
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VII.1. Staff Listing (Page)

Hours: 7.88

Description:

List of staff members in a grid view. Each staff member will have:

- Image
- first and last names
- title

All items above link to staff member profile.

Tasks:

Programming - CMS	build staff listing	\$ 0.00 /hr	2.5 hrs	\$ 0.00
Integration	theme template			
Quality Assurance (20%)		\$ 0.00 /hr	0.98 hrs (20% of card)	\$ 0.00

VII.1.A. Staff Member Profile (Page)

Hours: 4.40

Description:

This can be a page or lightbox. Each staff member page or lightbox will have:

- first and last names
- title
- large image
- bio - just text

Tasks:

Content Entry & Formatting	Add content to pages	\$ 0.00 /hr	2 hrs	\$ 0.00
Programming - CMS	build theme template	\$ 0.00 /hr	1.5 hrs	\$ 0.00
Integration				
Quality Assurance (20%)		\$ 0.00 /hr	0.9 hrs (20% of card)	\$ 0.00

VIII. Contact (Page)

Hours: 3.00

Description:

The contact page allows users to find contact information, reach the business through a contact form, and to find the location of the business.

VIII.1. Contact Info (Element)

Description:

- Phone
- Fax
- Address
- link to google maps with this location marked

VIII.2. Contact Form (Form)

Hours: 1.20

Description:

Form Fields:

Notes:

Form will send email to client. All emails will be kept in database as well and will be viewable from admin area of

- name
- email
- phone number
- comments
- submit button

Wordpress.

Tasks:

Programming - CMS	Add form using plugin	\$ 0.00 /hr	1 hrs	\$ 0.00
Integration				
Quality Assurance		\$ 0.00 /hr	0.2 hrs (20%	\$ 0.00
(20%)			of card)	
		\$ 0.00 /hr	0 hrs	\$ 0.00

VIII.3. Google Map (Map)

Hours: 1.55

Description:

Large map on the page with the location marked as a pin on the map.

Tasks:

Programming - CMS	Add Google map	\$ 0.00 /hr	0.5 hrs	\$ 0.00
Integration				
Programming -	Set up Google Map API	\$ 0.00 /hr	0.75 hrs	\$ 0.00
Feature Development through Google Cloud	services and connect it			
	to page map			
Quality Assurance		\$ 0.00 /hr	0.3 hrs (20%	\$ 0.00
(20%)			of card)	

VIII.4. Social Media Icons (Social Media)

Hours: 0.25

Description:

Notes:

These are not share icons, they are links

Icons / links to social media platforms:

- Facebook
- LinkedIn
- Twitter
- [ADD OTHER ITEMS HERE]

to the pages for this organization's social media platforms.

Tasks:

Content Entry & Formatting	Add links to social media platforms	\$ 0.00 /hr	0.25 hrs	\$ 0.00
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