



inspired website development
seo, graphic design & marketing

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c: Derek Harrison

- Owner/Graphic Designer

Atten of: Elizabeth Velez-Hill

Waycross Convention & Visitors Bureau
Waycross Visitors Center
417 Pendleton Street
Waycross, GA 31501

It's with pleasure that I present the following proposal/s, which you can adapt depending on your budget & requirements.

October 26, 2019

Ref: EH102619WVC

1. Quote for the new proposed Convention & Visitors Bureau website.

- ♦ The new site would be \$1,900* subject to new content, incorporating the updated look as we're adapting from our original website & the site is hosted by the city
- ♦ The new site will/can include supplied elements such as:
Featured slider/s, using Parallax effects, PDF's, video and website links,
Captcha based online email form/s, translation facility (such as - Latino & Spanish)
plus of course the website is completely mobile friendly.

2. Search Engine Optimization (SEO).

- ♦ Adding SEO would be \$650 which will help pull up the website within Google
- ♦ Their search parameters are often changed, so we need to monitor the site every 6 months, & if adaptation is required it would be in the \$250 region.

3. Social media interaction.

- ♦ In addition, we can offer Facebook promotion & depending on the required intensity of interaction within FB would start at \$150 a month & go up from there.
- ♦ If there were a specific event or you wanted to promote more, this could get up to about \$600 a month and would incorporate events with bonus prizes local attraction tickets, hotel rooms etc. as prizes
- ♦ In addition we can hold competitions such as visitors photos & local reviews.

Serva can also produce artwork for all posters, adverts, (which we are currently doing) flyers etc., which ensures that we keep consistency of your new image & keep duplication costs down.

If you or anyone else has any further questions, please feel free to ask as we're not only capable, we're committed to continuing our services with the city and tourism.

I look forward to hearing from you.


Derek Harrison

A live sample for this proposal can be seen at insite.serva.com

Currently Serva looks after these local Georgia based websites:

Waycross City

Waycross Tourism

Pierce Co. Government

Pierce Co. Chamber & Dev. Auth.

Brantley Co. Government

Brantley Co. Dev. Auth.

Okefenokee Heritage Center

Obediah's Okefenokee

Americus & Sumpter Co. Tourism

(this site is being updated shortly)

Southern Forest World

Our websites are clean, inviting,
easy to use & mobile compatible

see more at our website at

servacreative.com



However you look at it ... you'll always look your best