



*Strengthening Businesses Through Technology.*

## **Annie Stone** **Partner in Parenting**

January 22, 2010



# Partner in Parenting

## Project Goals

Annie Stone is applying her exceptional coaching talents to a new market - parents. From this plan she has developed a new company – Partner in Parenting. By leveraging the tools of Intentional Creation, Annie will enter into the private worlds of her clients to help them identify and overcome their barriers to good parenting. Unlike her reality TV counterparts, Annie will not only be offering sound parenting advice and common sense, she will help parents retrain their thought processes for improved parenting results.

She has identified three primary parenting groups who will benefit from her services as a Partner in Parenting – expecting parents who hope to begin their journey with sound parenting skills; “earth mothers” who want to apply a more holistic approach to parenting; fathers who need assistance with overcoming barriers to good parenting.

NobleLogic™ recommends a web strategy that assists in attracting new clients as well as retaining existing ones. Annie’s new web marketing strategy will incorporate search engine optimization (SEO), targeted blog content, and social media community development. These interactive marketing efforts will provide an opportunity for Annie to meet more parents who desire face to face consults. She will also have the ability to form parenting groups for which she can charge a fee for her direction. Lastly, she will have a venue for demonstrating her parenting authority through her writing, thereby promoting her forthcoming eBook Parenting Practicum.

## Website Goals

- Raise Annie’s authority as a parenting coach
- Differentiate Annie’s unique coaching talents from consulting nannies
- Build an online community of like-minded parents with whom Annie may form groups in order to provide fee-based direction
- Attract parents who are interested in doing the work of holistic parenting
- Attract fathers who need assistance in overcoming barriers to sound parenting
- Attract expecting parents who need assistance in the preparation for their new family member and the changes that their lifestyle will incur.

NobleLogic™ is honored by this opportunity to participate in the launch of such a noble business.



## What You Can Count On

- Web design concepts are always presented for approval.
- Placement and design decisions are made by professional, experienced designers
- One revision period after website launch.
- Not just a website – you receive a complete web strategy. You will know how to use your website to achieve your business goals.
- A User Guide is provided to help you maintain your website. Website maintenance services are also available.
- Website updates and changes are made in a timely manner (Maintenance Services)
- Monitor your own web traffic and statistics (Managed Hosting)
- Monthly reports on progress toward website goals (Marketing Services)
- 99.7% Website Uptime

**For over 10 years Cinzia Stover and her team at NobleLogic, LLC** have been creating the building blocks of business success by applying technology based solutions that improve productivity and increase revenue. Their clients receive a plan for success and the support they need to achieve their business goals.

## Scope of Project

All of NobleLogic's successes have begun with a well defined plan. Many of the goal requirements of Partner in Parenting's web presence can be defined as a system. Once the technology is in place we do not simply walk away. A plan will be developed to assist in implementing the new systems that are unique to your business. Support is also available to ensure that your website and relating business systems bring you the success you desire. This project will be broken into three separate phases as follows:

- **New Website Design**  
Offering a new branding opportunity and content management capabilities.
- **Blogging & Social Media**  
Website will act as a continuous blog for featured articles as well as archiving. It will promote all social media efforts and link relative communities to your web presence.
- **User Guide and Strategy Guides**  
A written Users Guide for the maintenance of your website will be provided. A Web Marketing Strategy Guide will also be developed and delivered when your new site launches.

## Deliverables & Timetable

Once a project has been accepted, a discovery meeting is scheduled. During this meeting the content and direction of the project is finalized. The meeting is followed by a Request for Content which outlines our requests of the client. While the client is gathering their content, we create website design concepts. Upon receipt of the client's content, the project concepts are presented for approval. And so begins the development of your website project:

<b>Completed Website Uploaded and Functional</b>	<b>2 weeks</b>
<b>Social Media Sites Setup and Populated</b>	<b>1 week</b>
<b>Website User Care &amp; Maintenance Training</b>	<b>2 hours</b>
<b>User Guide and Web Marketing Strategy</b>	<b>at training</b>

## Continued Service

Your business automatically receives a 6-month subscription to our monthly newsletter, Strengthening Businesses, which features tips for leveraging technology to strengthen your business.



## NobleLogic™ WebHosting

All of our WebHosting packages enjoy unlimited online and phone support.

### Basic WebHosting

- 30 GB of Storage Space
- 1 GB of Bandwidth
- 10 POP3 Mailboxes w/Webmail
- Monthly Statistics Reports
- **\$29.95 per month**

### Managed WebHosting

- Basic WebHosting plus...
- 10 GB of Bandwidth
- 25 POP3 Mailboxes w/Webmail
- Weekly Statistics Reports
- Website Goals Tracking
- Redirect Secondary Domain
- **\$49.95 per month**

### eCommerce WebHosting

- Managed WebHosting, plus...
- 100 GB of Storage Space
- 1 TB of Monthly Transfers
- Redirect Secondary Domain
- SSL Certificate
- Monthly Statistics Review
- **\$89.95 per month**

### Contract Acceptance:

We agree to the terms and options selected above. An invoice will be created for the agreed upon amount and work will begin when a deposit is received by NobleLogic, LLC.

Annie Stone  
Founder, Partner in Parenting

Cinzia Stover  
President, NobleLogic, LLC

## Cost Estimate

### ☐ New Website Design

**\$2,500\*\***

- New Design that Complies with New Brand
- Navigation Optimized for SEO
- Full Content Management Tool
- SEO Standards are Applied to Design
- Blogging and Archiving Features Installed
- Social Media Links Enabled
- Secure General Contact Form
- Security Applied Throughout

### Search Engine Optimization (SEO)

- Keywords Researched
- Alt Tags Applied
- Meta Data Completed
- Analytics Script Installed
- Traffic Reports Created and Deployed (w/Hosting)

### Website User Guide

- Content Updates and Edits
- How to Blog
- Understanding Your Traffic Reports

### Web Marketing Strategy Guide

- How to Promote Your Website
- What to Blog About
- Content Update Timelines
- Preferred Content Keywords
- How to Use Your Social Media Pages
- New Contact Strategy

**\*\* This project would typically be priced at approximately \$3,500 but is discounted in appreciation for the opportunity to reciprocate with your business.**

## Payment Terms

- This project will be provided in trade for an individual Intentional Creation coaching program.
- A surcharge of 5% of all website development charges is typically collected monthly when project is suspended for lack of content or client cooperation. This fee is waived with the your understanding of the need for client cooperation.
- Annual WebHosting fees are paid in full at time of securing your domain or can be paid monthly via automatic credit card billing – a \$2.00 monthly billing fee will be applied to each payment.



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