



George Nelson Proposal

August 4, 2022

Project Goals

You're looking to launch a new website to tell George Nelson's story and his role in modern design. The new site will be user-friendly, dive deeper into his work, and be able to expand to tell more stories and show his impact over time.

The site won't likely have e-commerce to start, but needs to be built so that you can sell reproductions or even some of his personal items at a later date.

Beyond a website, you need a digital marketing and communication strategy to reach people via email, social media, and other online places where fans—and future fans—of George may gather.

How We're Going to Do It

Develop a digital marketing strategy. We'll create a detailed, researched plan on how to reach your ideal customer online through all relevant channels, including search, social, email marketing, and more.

Optimize your site for the search engines. Once your new site is up, when people look for "George Nelson," they'll likely find the site. However, when people are searching for "mid-century design", "20th century architecture", or other relevant terms, we want them to discover George's work.

Rebuild your website on WordPress. The new site will be built on WordPress so that you can easily add new pages, sections, and other elements to the website. It will be fast loading, mobile-friendly, and as rich with content as you desire.

Phase I: Upfront Work

Search Engine Optimization

We will run a keyword analysis for you to help uncover your most promising keywords.

As part of our deliverables, we map out up to 15 pages (and/or posts) for keyword placement. We can also provide a SEO copywriter to create keyword-rich, persuasive copy that can help you rank higher and drive more traffic.

SEO Research: 5K

SEO Copywriting: 250/page, minimum 5 pages

Mobile-Friendly Website

flyte offers different website levels/tiers, all of which are mobile-friendly and built rock solid on WordPress. The difference is in the number of rounds of design, budgeted time for meetings and back and forth.

I'm including our top two tiers, but I believe with Tier 1 we can further customize the site and perhaps create some more interesting storytelling approaches to show your father's impact on 20th century design. We'd have to flesh this out in more detail, which is why I'm including a range for Tier 1.

TIER 1

Our top-tier website is meant for any organization that's looking to truly stand out online. This tier provides the most one-on-one time with flyte's Creative Director, allowing you to focus on your full brand. This project includes:

- Meeting with our Creative Director to ensure branding is professional and consistent throughout all online and offline marketing materials
- Meeting with our Director of Marketing to develop the funnels that will increase leads and conversions at your site
- Three rounds of design (two rounds of revisions)
- Installation and optimization of Google Analytics and Search Console
- Image audit (flyte will research and find OR work with your current photo stock to determine the best images for your site (5 - 10 images per site)
- Blog
- Contact form
- Up to 20 pages of content/site (additional pages can be added before or after launch)
- Site search
- WordPress training
- Ability to embed videos and other media

Estimate 24.5K - 30K

Expected Timeframe: 4-6 months

TIER 2

Our middle-tier website offers a fully custom website design, but less experimentation on how to best tell George's story. This tier provides time with flyte's Creative Director but the focus will be more on the website vs the brand as a whole. This tier includes:

- Two rounds of design (one round of revisions)
- Meeting with our Creative Director to ensure branding is professional and consistent throughout all online and offline marketing materials
- Blog
- Contact form
- Site search
- Installation of Google Analytics and Search Console
- Up to 10 pages of content/site (additional pages can be added before or after launch)
- WordPress training
- Ability to embed videos and other media

Estimate 19K

Expected Timeframe: 2 - 4 months

Email Marketing & List Building

A website is a great tool to tell George's story, but getting people to opt-in to your email newsletter will allow you to stay in front of people on a regular basis, rather than a one-time visit to the site.

As you add content to your website, an email newsletter can deliver that directly to your subscribers' inboxes, bringing them back to the website for better engagement.

Email marketing is critical to your success as it is the best way to stay in touch with prospects after they've left your website.

Deliverables include:

- Setup and optimization of your ESP (email service provider) account if necessary
- Addition of email subscription box(es) on website
- Customization of your HTML email newsletter template with your logo, colors, and fonts

Estimate: 1K

Doesn't include copywriting or ESPs monthly subscription fees (if applicable.)

Phase 2: Ongoing Work

Organic Social Media: Strategy & Implementation

To reach, engage, and inspire the most people, we can't rely on just a website, or on email opt-ins. We need to meet people where they are. And these days, that means social media.

Over a twelve month period we'll develop a strategy, roll out profiles at strategic sites (Instagram, Facebook, Pinterest, and Twitter, most likely), and develop a posting regimen that will educate people to the impact your father had on design during the last century.

While we'll need your help in determining what to post and gathering photos and video, we'll be responsible for posting, creating titles and descriptions as necessary, managing the accounts, and providing monthly reports.

We'll use these platforms to build an audience, drive traffic to the website, and further cement your father's legacy.

Estimate: 3K/mo for 12 months

Ongoing SEO

Unfortunately, SEO is never set-it-and-forget-it. To stay ahead of your competition, you'll need regular updates, fresh content, and be regularly monitoring your-and your competitors'-rankings for important keywords.

We have a solution for every budget.

BRONZE

A great way to monitor your progress. Perfect for budget-conscious businesses or companies that can regularly create their own optimized content. Deliverables include a monthly report that covers:

- How you rank for your 25 most important keywords
- How your top 3 competitors are ranking for those keywords
- Other key performance indicators, including inbound links, site errors, search traffic, and more
- Written brief from flyte's SEO team on your biggest takeaways
- 30 minute Zoom or phone call to review the brief

Estimate: 450/mo, minimum 6 mos.

SILVER

Perfect for companies that recognize the importance of SEO but don't have the bandwidth to create regular content on their site. Deliverables include everything in bronze, plus:

- Hour long consult with a member of our SEO team on how to improve your SEO and rankings
- 1 optimized blog post a month with email and social support

Estimate: 1.35K/mo, minimum 6 mos.

GOLD

This is the solution for those in a competitive industry or want to see results as quickly as possible. Deliverables include everything in silver, plus:

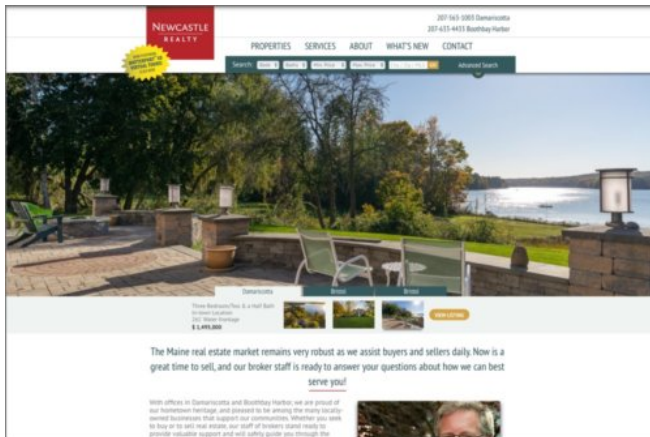
- Link building of 1 - 3 links/mo from websites with Domain Authority* of 25 - 40+ each

Estimate: 1.65K - 2.85K/mo, minimum 6 mos.

** Domain Authority is a number from 1 - 100 that reflects the trust, authority, and credibility the site has.*



Samples of Work



Newcastle Square Realty

PROJECT

Website design, branding, logo, MLS integration.

SUMMARY

We created a clean, professional design that put the spotlight on the properties. We built special Advanced Custom Fields that made it easier for office staff to add new listings and know that they would look consistent with the rest of the site.

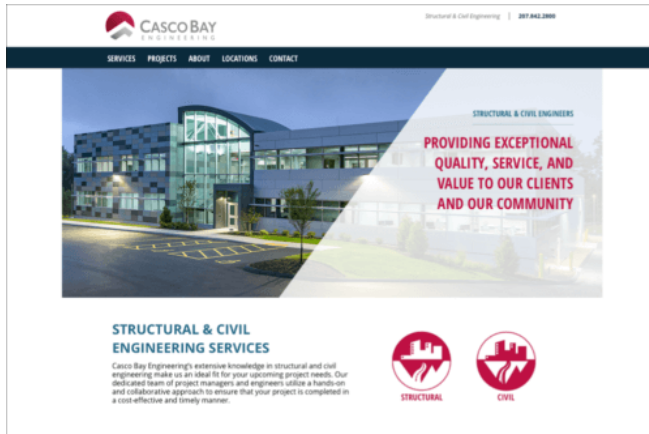
For the MLS listings we used a special plug-in that served up other properties with the same look and feel of the website, creating a seamless experience for the user.

While working on the project we also ended up providing Newcastle with a new logo and brand identity which you can see all around the Newcastle region!

★★★★★ *“Great company to work with! The staff is supportive, helpful, they listen and offer important feedback. I am very pleased with the results of*

their efforts!"

Dennis Hilton, President (from Google review)



Casco Bay Engineering

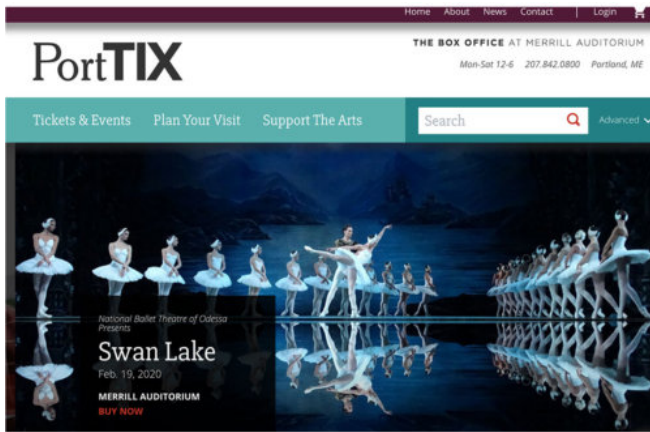
PROJECT

Website design, logo, branding.

SUMMARY

Since there was some brand recognition with the previous logo, we took elements from the original—some shapes and colors—and gave it a fresh, modern feel that works well on a business card or on a giant sign at a construction site.

We designed their new site to be mobile-friendly and easy to update. The home page was organized to highlight their main offerings and drive site visitors deeper into the website.



PortTIX

PROJECT

PortTIX was looking for a new website that would be easier for visitors to use and their administration team to keep up-to-date.

They also needed to integrate the site with a new, untested ticketing platform.

SUMMARY

We were able to develop a website that included a feed of upcoming shows as well as the opportunity to create event-specific pages that would help PortTIX rank higher in the search results for different acts.

We worked directly with the ticketing platform to create a seamless experience for people wanting to look at a seating chart and purchase their tickets online.



Waltz & Sons Propane

PROJECT

Waltz & Sons is a family-owned and operated small business. They approached flyte to update their branding and website while educating customers about current 'energy' issues. As a business that is actively engaged in their community they were looking for increased interaction with their customers, growth in their online presence and generating more visits to their site.

SUMMARY

Having worked with Waltz & Sons for over 10 years, flyte had a solid understanding of their identity and values. This allowed us to immediately get to work on their new brand, including a new logo and iconography. With the new brand established, we provided them with a fresh, fun, interactive website that spotlights their community commitment and involvement while educating users about the propane industry.



Why flyte?

Few agencies meld design and results-driven marketing the way that flyte does.

We welcome creative challenges and are always looking for new ways to tell stories online, whether that means at your website, your email newsletter, or through social media.

Digital marketing and advertising is in our DNA. We've been leading the charge on SEO, blogging, and social media in New England (and beyond.) We put on an annual conference all about how businesses can attract more of their ideal customers through search, social, and mobile marketing called *The Agents of Change Digital Marketing Conference*.

We've been writing about and practicing SEO since 1997. We can perform your keyword analysis and write persuasive, optimized copy to help you sell more product.

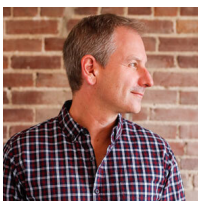
We can run your social media campaigns (or train you so you can run them yourself.) We can provide regular updates on how your campaigns are performing, and what changes should be made.

We have also designed and built over 500 websites. We know how to make fast-loading, attractive, professional sites that are designed for results. We know how to design high-end sites, lead generation sites, and catalog sites...all with an eye toward conversions.

If you are looking for a partner to help you grow online, flyte is the choice for you.

flyte is a web design and digital marketing firm that has been helping businesses and organizations succeed online since 1997. We'll partner with you to create the digital platform that your business needs to grow.

Team Members



Rich Brooks
President



Ryan Goan
Creative Director



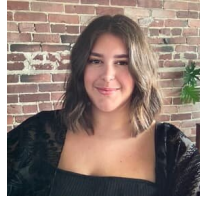
Andy Woźnica
Lead Developer



Lindsay Babayan
Director of Operations



John Paglio
Digital Marketing Manager



Rachel Burgard
Paid Search Specialist



Izzy Siedman
Digital Marketer



Casey Maguire
Junior Digital Marketer



Lauren Ward
Project Manager



Let's Get Started!

Our primary goal is to help you share George's impact and legacy, with the opportunity of adding e-commerce when you're ready.

All we need to get started is a signed work agreement and a deposit, which will allow me to schedule your project into our calendar. At the moment, we'll be able to start your project within two weeks of the acceptance of this proposal.

At flyte we don't build websites, we build businesses.



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