

**isans** | Immigrant Services  
Association of Nova Scotia

*A community where all can belong and grow*



**ISANS Business Hub**

November 22nd, 2021

## Table of Contents

Executive Summary	3
Company Background	4
Examples of Work	5
Mobile Design	6
How We Can Meet Your Needs	7
Pricing Estimate	10
Major Tasks and Milestones	11
WordPress Recommendations	14

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## Executive Summary

The immediaC team is very excited about the opportunity to continue to work with ISANS in building an effective web portal that engages employers and immigrant entrepreneurs.

We understand that this website is an investment into the future of immigrant business in Nova Scotia by supporting and connecting businesses that are hiring and new immigrant businesses that are growing. We want to make the build as easy as possible for you.

Our previous experience working together on the SkillsMatch Online Recruitment Tool has allowed us to understand ISANS's goals and priorities. We're looking forward to working closely together again on this project.

There will be a lot of information to share, and several key challenges to address:

- Easy and visually engaging navigation for both mobile and full screens
- A design that allows for easy updating and highlighting important resources
- Effective searching with detailed results
- Easily engaging users and connecting them with the content that is most important for them

## Company Background

immediaC is a Halifax-based software development firm that builds customer-focused software applications and intelligent websites that incorporate eCommerce, registration, credentialing, and user management.

Over the last 20 years, the company has built more than 3,800 software applications, websites, web applications, and mobile apps for industry, government, and nonprofits throughout Canada.

Our team is a unique combination of designers, online marketers, software engineers, and co-op students. We have fun doing great work and focusing on achieving our client's goals.

## Examples of Work

### Nova Scotia Teachers Union (NSTU)

The Nova Scotia Teachers Union has been a long-time client of immediaC. This relationship has included several collaborations that have enhanced their online presence including:



- Conference Registration
- More than 40 websites
- iOS App
- Membership Management for 10,000 members

Our work with NSTU is ongoing as we've done various updates to their systems that allow them to make their information more accessible to their members. We continue to provide support on the use of their software and updates to their mobile app.

The screenshot shows a web interface for 'Conference Registration List'. It includes a navigation bar with 'Conferences' and 'Manage Users' links, and a user email 'support@immediac.com'. Below the title, there's a link to 'Click here to print the summary' and a checkbox for 'Display only completed registrations'. A green bar with 'Return to Conference' is present. A table shows registration details with columns for Name, Email, Completed Registration, Last Changed, Paid, Email Sent, and Actions. The table contains three rows of data.

Name	Email	Completed Registration	Last Changed	Paid	Email Sent	Actions
[Redacted]	[Redacted]	9/14/2021 11:04:08 AM	9/14/2021 11:04:09 AM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit   Archive   Email   Pay
[Redacted]	[Redacted]	9/13/2021 2:23:46 PM	9/13/2021 2:23:46 PM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit   Archive   Email   Pay
[Redacted]	[Redacted]	9/14/2021 12:53:15 PM	9/14/2021 12:53:16 PM	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Edit   Archive   Email   Pay

Reference

**Simon Wilkin**, Coordinator of Technology and Communications  
[swilkin@staff.nstu.ca](mailto:swilkin@staff.nstu.ca) | 902.477.5261

### Rosecrest Communities

We developed a large WordPress [website](#) based on the design specifications from Burke & Burke Design, with whom we have built many WordPress sites.



Rosecrest is a retirement community whose website focuses on presenting content in a concise and organized manner. It has simple and sophisticated navigation and keeps the user in mind through plugins like Zeno Font Resizer.

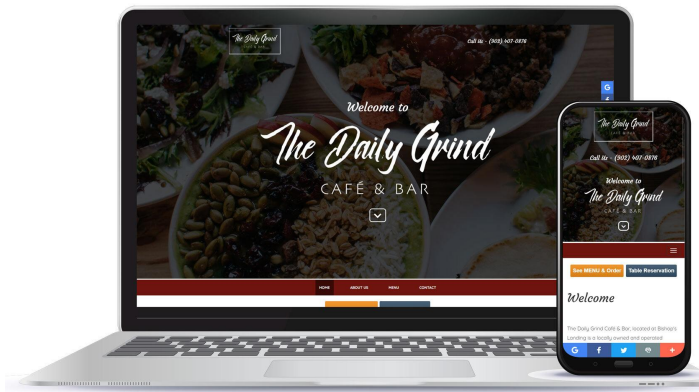
Reference

**Larry Burke**, CEO  
[larry@burkedesign.ca](mailto:larry@burkedesign.ca) | 902.422.4662

## Mobile Design

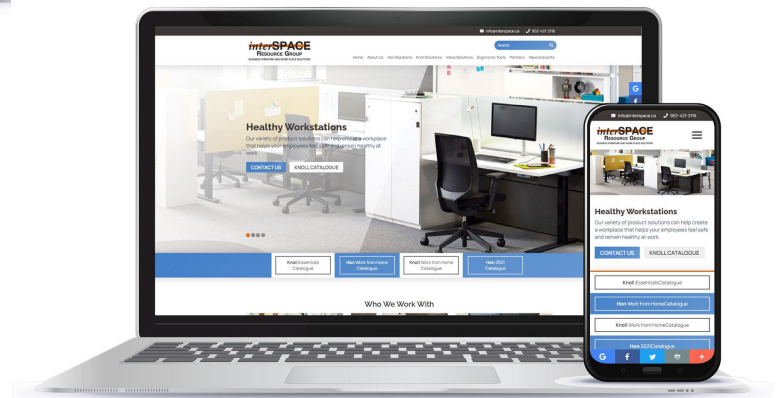
Given that 25 percent or more of website traffic comes from a mobile device, sites need to perform for all visitors. The Business Hub is no exception! We know that ISANS is looking for a website that is just as adaptable to mobile browsers as it is to desktop browsers. We emphasize mobile design for every site we build. Here are some recent examples of websites we've designed:

### Atlantic Canada Career Week

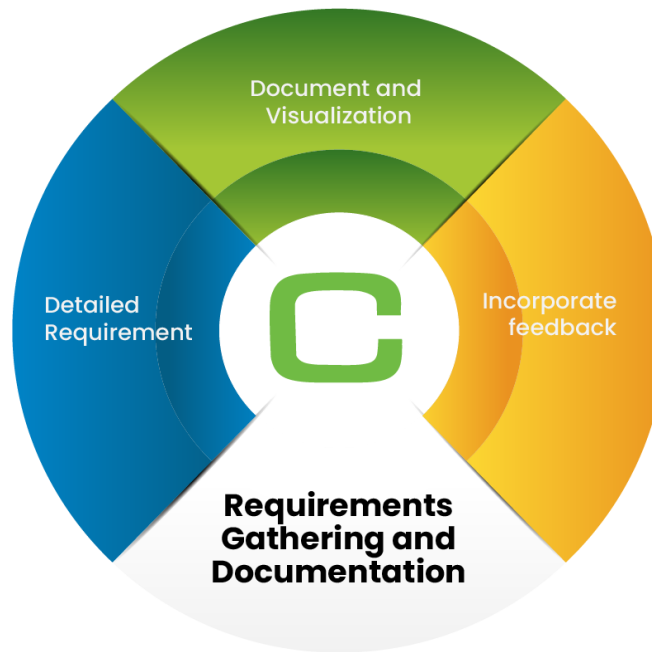


### The Daily Grind Café and Bar

### interSPACE Resource Group



## How We Can Meet Your Needs



Requirement	How immediaC can meet it
<b>Members-Only Area</b> - Should include an online membership and business directory, space for business owners to self-promote, and the ability to highlight new business launches and member achievements.	<a href="#">Restrict Content Pro</a> strives to be the leading membership platform for WordPress and includes a wide array of built-in features that will make member management easy.
<b>Forum</b> - Provide a platform for immigrants to network. Facilitate access/link to Discussion Forums (including both topical and general networking).	<p><a href="#">bbPress</a> is a forum software from the creators of WordPress and it is focused on simplicity and flexibility.</p> <p>bbPress is already integrated into Restrict Content Pro and allows for limiting forums based on access levels and more.</p>



<p><b>Web Host and Content Management Software</b> - ISANS has already purchased a WordPress VPS from Dreamhost for use on this project. WordPress is used across other ISANS web properties and is preferred.</p>	<p>Through our ongoing relationship with Burke &amp; Burke alone, we have built and managed more than 30 WordPress sites of varying degrees of size and complexity. We're happy to work with a CMS platform that ISANS is comfortable with and offer our expertise.</p>
<p><b>Branding</b> - Website content must adhere to ISANS content and branding guidelines to ensure consistency across ISANS web properties.</p>	<p>Our team has dedicated graphic designers, writers, content creators and editors. We have an eye for detail and the ability to accurately convey ISANS's voice through both the web design and its content.</p>
<p><b>Beaver Builder</b> - ISANS has an agency license for Beaver Builder page builder and its Themer package and would like to utilize these tools in the creation of this new website to ensure consistency across microsites.</p>	<p>The immediaC team is experienced in working with and integrating new software to improve our websites. We have already extensively reviewed the Beaver Builder tool and are prepared to integrate it into our design to meet this requirement and provide ISANS with an easy-to-update website.</p>
<p><b>Mobile Device Support</b> - The website must be adaptable to display on mobile browsers.</p>	<p>All immediaC websites are designed to be responsive on every device size - desktop, laptop, tablet, and phone. During the design phase, we present desktop and mobile versions of our designs so that you can see how the website will look on a phone from the beginning.</p>
<p><b>Content Development</b> - Format and copyrighting of content for web-based consumption based on information provided by the ISANS BWI team.</p>	<p>We will follow the ISANS content guidelines, using stock photos and/or the ISANS photo library. We have experienced designers on our team who can also create custom images or logos if ISANS requires them.</p>
<p><b>Search Engine Optimization</b></p>	<p>immediaC has the most experienced SEO team in Canada. All of our websites are built with SEO best practices. We provide on-page search engine optimization for keyword landing pages.</p>



<p><b>Analytics/Reporting</b></p>	<p>We will add Google Analytics tracking to your website and give you access to this information. Understanding how users are engaging with the ISANS Business Hub is critical to success. Working with ISANS, we will review the site analytics to examine site traffic and see how visitors are making effective use of the site. This data will allow ongoing improvements to site design and information architecture.</p> <p>We will also recommend the free version of <a href="#">FullStory</a>, which will provide a complete picture of up to 1,000 user sessions each month.</p>
<p><b>Support</b> - Provide training to the ISANS BWI team on updating and changing content and other configuration items. Also, provide 4 weeks of post-launch support to the BWI team as they transition to operating the website.</p>	<p>Over the last 20 years, immediaC has built a reputation of being the friendly web experts by building great relationships with our clients and providing prompt, excellent service.</p> <p>For the four weeks post-launch, we will provide unlimited support to the ISANS BWI team as they familiarize themselves with the new website.</p> <p>We would be happy to discuss an ongoing support option to extend beyond those four weeks.</p>

## Pricing Estimate

# 811089

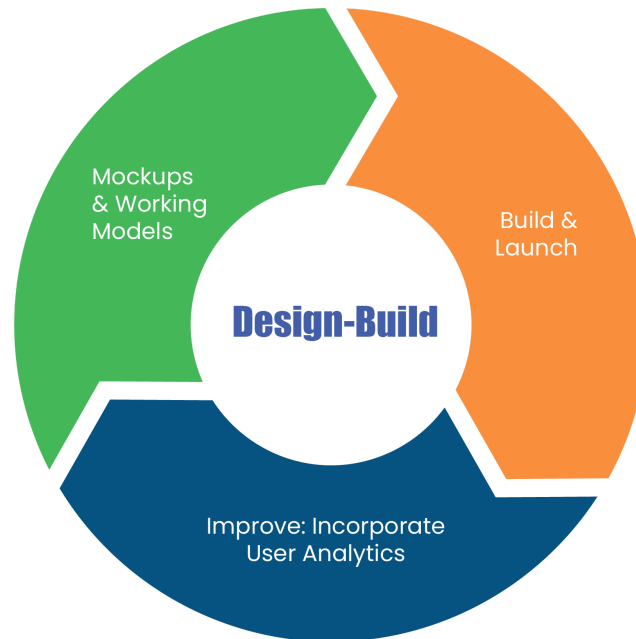
<b>Design Mockup</b>	<b>\$4,000</b>
<ul style="list-style-type: none"> <li>• Use Beaver Builder templates to create a custom website design including a mobile design</li> <li>• immediaC will implement feedback provided by ISANS up to two (2) rounds</li> </ul>	
<b>Build Website</b>	<b>\$11,400</b>
Build a mobile responsive website using approved designs from the mockup phase	
<ul style="list-style-type: none"> <li>• Use the WordPress platform</li> <li>• Search engine optimization for keyword landing pages</li> </ul>	
<b>Integrating Member Restricted Areas</b>	<b>\$2,640</b>
<b>Content Development</b>	<b>\$2,500</b>
<ul style="list-style-type: none"> <li>• Align with ISANS content and branding guidelines</li> </ul>	
<b>WordPress Plugins (see page 14)</b>	<b>\$283</b>
<ul style="list-style-type: none"> <li>• Note: paid directly to the third party (not to immediaC)</li> </ul>	
<b>Testing and Launch</b>	<b>\$2,000</b>
<ul style="list-style-type: none"> <li>• Implement Google Analytics</li> <li>• Testing and quality assurance</li> <li>• Launch website on the live domain</li> </ul>	
<b>Project Management</b>	<b>\$2,000</b>
<ul style="list-style-type: none"> <li>• Kickoff call</li> <li>• Client communication</li> <li>• Sprint demos</li> </ul>	
<b>Post-Launch Support (4 weeks)</b>	<b>\$3,000</b>
<ul style="list-style-type: none"> <li>• Website training for ISANS BWI team</li> <li>• Written user guide</li> </ul>	
Subtotal:	\$27,823.00
<b>Total One Time Fees (including 15% HST)</b>	<b>\$31,996.45</b>

Approval Signature: \_\_\_\_\_

Andrew Leverman

**Payment Terms:** One Time Fees: 50% deposit upon signing, 50% upon completion.

## Major Tasks and Milestones



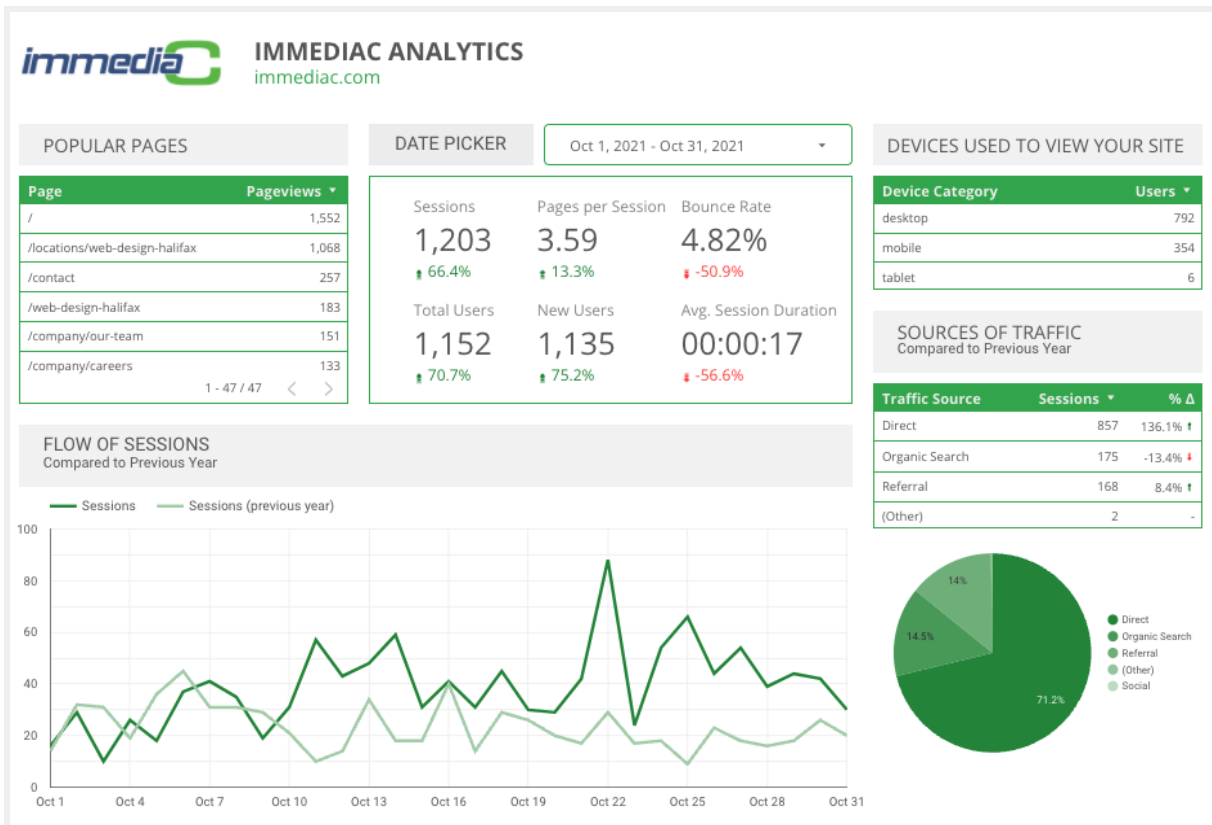
We run a collaborative approval and acceptance process where we first gather all the assets and relevant information and work with ISANS to develop approved work at each step in the design and development process. Our process can be broken down into the following categories:

Task	Description	Timeline
<b>Discovery Meeting</b>	A meeting between ISANS and immediaC where we are listening. We want to explore and profoundly understand the way that the Business Hub will align with the mission, values, key organizational goals and success measures of ISANS. We will also explore web design ideas and inspiration.	The discovery meeting will take place as soon as possible after approval.
<b>Content Audit &amp; Creation</b>	Review the website's current marketplace and business sections and work with ISANS to determine what content should be migrated to the new website and what is missing or should be re-written or removed. Once we identify the	This will be a continual process.

	content to create/rewrite we will work with ISANS to develop it. Once all content is approved in English, we can have it translated into French.	
<b>Design Mockups</b>	<p>Using what we learn from the discovery meeting, immediaC will present a first design mockup (both desktop &amp; mobile designs) for the homepage and some interior pages. This first mockup will mainly be focused on colours, layout, size/placement of major elements, logo and footer. After ISANS has a chance to review and offer feedback, we will create a second mockup, and if necessary, a third.</p> <p>Key design elements:</p> <ul style="list-style-type: none"> <li>• Member directory</li> <li>• Marketplace</li> <li>• Links to online learning and support</li> </ul>	Building the initial mockup takes approximately one week.
<b>Website Build</b>	<p>Using the approved designs, we will build out the website using HTML/CSS in WordPress. We will provide a link to the development site to ISANS for review.</p> <p>Key build elements</p> <ul style="list-style-type: none"> <li>• Member registration and account management</li> <li>• Use of forums for connections and promotions</li> <li>• Event promotion</li> </ul>	We will be building the site incrementally, receiving and implementing feedback from ISANS throughout the process. We would aim to finish the build by Friday, January 14th.
<b>Testing</b>	immediaC will be testing the website throughout its development. Once the development site is approved by ISANS, immediaC will conduct in-depth pre-launch testing to make sure it is ready for public consumption. Any issues or bugs found during testing will be fixed before launch.	Our final round of testing will begin as soon as the site is complete and approved. A week is plenty of time for thorough testing, so we would test from January 17-21.

<b>Launch Website</b>	Once testing is complete, we will be ready to launch the website on the live domain. We will work with ISANS to determine and acquire the best domain/subdomain for the live site and make the necessary DNS record changes. We will also install a TLS/SSL certificate to ensure a secure connection between the browser and the web server using HTTPS.	As per our policy, we do not launch on Fridays. This allows us to better support our clients through the launch. We aim to launch the week of January 24th, with the date varying based on our testing results.
<b>Training ISANS</b>	We will provide in-depth training on how to use the WordPress site so that ISANS admins can maintain it. Training will be conducted virtually. We will also create a user guide.  Google Analytics review will be included in this training.	We will schedule this at ISANS's convenience once the site is fully functional.

*Detailed analytics are crucial in understanding your audience.*



## WordPress Recommendations

We've reviewed several options for WordPress plugins that will allow us to make log-in-only user areas and forums, as outlined in the RFP. We want the ISANS team to have an idea of what plugins we'd be using, so here is what we suggest:

### **Ivory Search** ([ivorysearch.com](http://ivorysearch.com))

Site search helps users stay on your website and boosts engagement. Search any content on the site including but not limited to Post Types, Category, Taxonomy, Terms, Custom Fields, Authors, WooCommerce, bbPress, Post Status, Comments, Date, File Types, etc.

#### **Pricing:**

- Free option available
- \$123 CAD for lifetime access
  - This is the option we recommend as it provides even more customization options for how search results are displayed.

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### **Restrict Content Pro** ([Restrictcontentpro.com](http://Restrictcontentpro.com))

This plugin is business-focused and designed to be easily edited by developers and easily used by members. It can be integrated with services such as MailChimp and Stripe and has a wide range of built-in features while maintaining a low yearly price.

#### **Pricing:**

- \$123 CAD for the first year, renewing at \$160 CAD
  - Our suggestion moving forward is to try the one-year subscription to Restrict Content Pro. It has all of the membership features we would need and there are many other (often free!) plugins that can be integrated with it. Trying the one-year subscription will give us the flexibility to update in the future if necessary.
- \$931 CAD as a one-time purchase

### **bbPress** ([bbpress.org](http://bbpress.org))

This is a forum-focused plugin that can be easily integrated with Restrict Content Pro. It is from the creators of WordPress and will be a simple way to add a forum area to the Business Hub.

**Pricing:** It's free! We recommend it because it's straightforward and is compatible with Restrict Content Pro.

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### **Yoast SEO** ([yoast.com](http://yoast.com))

Yoast SEO is a WordPress plugin that improves your website's rankings on search engines, by helping you optimize your site's content and keywords. A lot of what Yoast SEO does is automated, but it still needs some input and planning.

**Pricing:**

- Free version available
  - This is our recommendation as it includes most if not all of the features that would be valuable to ISANS.
- \$112 CAD for an annual pro subscription