

# PERCEPTO

Digital Thinking. Powerful Impact.

## Website Creation Service Agreement



# Global Branding Solutions

Maintaining a strong global brand and online image, while securing your brand position requires a cross-disciplinary approach. Percepto has been managing the digital presence and brand identity of companies and business leaders worldwide since 2007.

We use our knowledge and breadth of experience to implement strategic digital communications solutions, which engage with your target audiences and stakeholders and produce tangible results. By working closely with our clients, we create a sharp, tailor-made strategy and effective implementation to meet specific communications challenges and goals.

Experts in brand building, media outreach, content marketing, digital communications and online reputation management, we create and execute effective strategies for our clients' communications and growth challenges.

## WEBSITE DESIGN & DEVELOPMENT:

- Step 1 - Conduct a design strategy session
  1. Understand your brand narrative, key messages and target audiences
  2. Discuss Site-Tree and Structure - we will devise a content and design plan for each section and page within your website to work perfectly for your brand, voice, and messaging
- Step 2 - Create a color and font suggestion document – up to 3 color-scheme and font options, based on the strategy session
- Step 3 - Logo and round symbols ("balls")

- Recreate logo in high-resolution and prepare for web and print. Provide up to 3 options as needed.
- Adjust the round symbols according to the additional chosen color
- Step 4 - Site Structure:
  - Provide 2 optional homepage structure suggestions
  - Plan the site structure – pages, subpages and sections, dynamic content and images.
- Step 5 - Prepare content (see Content Strategy and Development section below) and create a preliminary design for core pages, subpages or sections that includes:
  - Homepage
  - Blue Economy
  - About us - Israeli National Center of Blue Economy
  - Blue Tech Program
  - Partner Page
  - News
  - Blue Tech Summit
  - Blue Tech in the Mediterranean
- Step 6 – Finalize content and designs based on feedback sessions.
- Step 7 – Translate the content and update the website with the Hebrew version.
- Step 8 – Go live – if needed, we will adjust the steps to be ready with a partial website that can go live and continue working on additional designs/content afterwards (within the 4 months of the agreement).

## **Notes -**

1. As part of the website design, we will also create up to 10 icons. Any additional graphic designs will require additional fee (agreed hourly rate).
2. Up to 2 edit rounds for each text we prepare
3. Up to 3 rounds of design edits per page

## **CONTENT STRATEGY AND DEVELOPMENT**

As part of designing the website, we will create a content strategy that will be aligned with the design to support and amplify the graphic messages, and highlight the objectives of the Israeli National Center of Blue Economy.

- **Creating Your Copy** - Our dedicated inhouse content department will be involved throughout the process, conceptualizing, and strategizing the right kind of content. We craft well thought-out, thoroughly researched copy to tell your story and present your messaging to the world in the most effective way.
- **Implementation and Placement** - Content is purposefully and strategically placed within your site following your approval, while taking into account SEO and your messaging, tone of voice, and target audience.
- **SEO optimization** – all elements of the website will include SEO rich text, metas and alt-texts.

## **TECHNICAL ASPECTS**

*We will help with the setup of the below as needed. Each will be paid for directly by the Israeli National Center of Blue Economy.*

- Domain and SSL certificate

- The chosen site platform: Wordpress
  - Wordpress theme to be chosen – might need to purchase license
  - Wordpress site builder – Elementor
- Host –
  - To be chosen by client (we can provide recommendations)
  - Set up Cloudflare
- Purchase and install the following plugins:
  - Multi-language plugin
  - SEO Optimization plugin
  - Security plugin/s
  - Backup plugin – such as WPreset
  - Additional plugins to be discussed