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# ECH Website Development

**16th January 2021**

## OVERVIEW

The Ethereum Cat Herders (ECH) are looking to an official website developed for their company/TLD. The ETH Team has already provided direction with a website prototype outlining the specific features needed to launch. This will serve as the central hub for their company to publish content as they see fit, in addition to being the home for EIP Resources, Ethereum network upgrades, and Developer Meetings.

## GOALS

1. Develop an intuitive website for newcomers to easily find the applicable information they may be seeking, while being un-cumbersome for seasoned members to find what they're looking for.
2. Ensure the platform is fully functional and equality as usable on mobile devices, and able to be managed by the ECH Team.

## SPECIFICATIONS

The ECH's website requirements are considered 'standard' features (Landing Page, Blog, About Us, Contact Us) with the exception of the following pages:

- Embedded YouTube Streaming Page + Meeting Archives
- EIP Resources Page (Embedded Video Player + Archived Videos)
- ECH Meeting / Event Calendar

To ensure an intuitive day one experience, while also keeping in mind the best path to maintain for the future we're recommending that the ECH website be developed as a WordPress platform. By building within a WordPress ecosystem we'll be building on an Open Source platform which aligns with the  Ethereum ethos. Additionally, by adopting a WordPress-based platform you're ensuring the long-term success of the website by allowing non-technical users to support the site.

## SPECIFICATIONS

### Website Administration

Unvetica will ensure that in addition to developing the custom WordPress Theme based on the [ECH Website Prototype](#) we'll be providing embedded tutorials/walkthroughs into the WordPress Dashboard for any new administrators. These tutorials/walkthroughs will go step-by-step in text format explaining the process for all administrative tasks (creating users, applying permissions, creating and publishing blog posts, etc.). As new features are added, so too will the documentation.

### Website Analytics

Unvetica will setup a Google Analytics account and connect it to the newly developed ECH site. There the ECH's will be able to view overall visits (day/week/month/year), visits by page, users' link of origin, traffic referral, etc. We will provide those initial configurations. All data analysis and additional configuration will need to be done by ECH or as an additional task for unvetica to consider outside the scope of this proposal.

### Website Hosting & Security

Unvetica follows all regulations and standard-practices when it comes to website security. All passwords will be secure, SSL certificates will be installed and configured, and a basic level of obfuscation is implemented to ensure WordPress is secure.

The website will be hosted on ECH's existing hosting provider. Unvetica offers full hosting (without email) for $25 a month if needed.

### Website Maintenance & Support

Unvetica provides a standard level of maintenance and support for the life of the website. This mean we proactively apply patches (if needed) to the WordPress instance and maintain support for the WordPress theme for the life of it's use. If the website is not hosted by Unvetica there is no charge for additional support or maintenance.

If the website is hosted by Unvetica there is a $150 a month charge for full proactive support. If the site goes down, needs updating, etc. we support it. This proposal assumes ECH's will be hosting with a provider other than Unvetica.

## Timeline

### Custom WordPress Theme Development   [ **3 Weeks for Development** ]

Unvetica will develop a custom WordPress theme for the Ethereum Cat Herders with all of the features outlined in the ECH Website Prototype. Unvetica will provide updates to the theme for the life of its use.

### Official Ethereum Cat Herders Branding   [ **1 Week for Development** ]

Unvetica will take the existing branding that has been developed ECH's and customize it to fit the website, in addition to making custom branding solutions for social media and printing.

## Pricing

| Item | Quantity | Price | Total |
|---|---|---|---|
| Custom WordPress Theme Development | 1 | $3,000 | $3,000 |
| Official ECH Branding Package | 1 | $500 | $500 |
| **Total:** | | | **$3,500** |