

Project Brief

Client: OmegaComp HR
Project: OmegaComp.com website redesign
Job#: OC-0001
Version: 02
Date: 12/06/16



Tel: 916.822.2033 SacMarketingLabs.com

Project Background/Overview

OmegaComp HR (herein referred to as “OCHR”) is interested in redesigning their existing website to an updated, modern and user-friendly interface that includes lead generation capabilities and the repurposing of existing website content. Sacramento Marketing Labs (herein referred to as “SML”) is tasked with integrating these updates on OmegaComp.com to allow for a scaled down, content-light, HR-focused website with lead generation functionality and compatibility with future search engine marketing (SEM) efforts. With this redesign, brokers / clients will have the ability to sign-up for webinars on the website.

Business Goals

- Re-focus the website messaging to communicate to a business audience interested in HR services and communicate service values / benefits
- Attract new clients and retain current clients by displaying testimonials on the website homepage
- Educate brokers and clients, and increase touch points by allowing them the ability to sign-up for informational webinars directly on the website
- Generate leads with the implementation of lead generation functionality that is compatible with future search engine marketing and advertising needs

Project Scope

Homepage

SML will completely redesign the homepage to incorporate lead generation functionality and a call-to-action. It will follow a Parallax theme design (long scroll down homepage with sections)

- The messaging on the homepage will speak to businesses looking for HR outsourcing services. OmegaComp is outsourcing-based: Payroll, Safety, Compliance.
- Slider carrousel – one (1) call-to-action per image – three (3) image carrousel
 - *Get Your FREE HR Assessment* – “Take Assessment” -> HR assessment survey (Example: <http://www.trinet.com/>)
 - *Get FREE Pricing [# of employees]* – “Next” -> Info collection form on Landing Page (Example: <http://www.paychex.com/>)
 - *Learn How OmegaComp HR can provide your business the support to manage and develop your employees* – “Talk to a Pro” - Info collection form on Landing Page (Example: <https://www.thinkhr.com/>)
- Four (5) HR-related service icons, each with a short description of the service. These will link to the individual service pages to which the icon is referring

(Example: <http://www.trinet.com>, <http://www.trinet.com/full-service-hr>, <http://www.paychex.com>)

- HR Outsourcing
- Safety
- Payroll/Timekeeping
- Benefits Administration
- Workers' Compensation
- Six (6) icons for company stats that give visitors an ide of how established / seasoned we are. Example: (<http://www.trinet.com>, <https://www.thinkhr.com>)
 - 7/10 – 7 of the top 10 brokers on the Business Insurance 100 list partner with ThinkHR
 - 650 – Insurance brokers and and payroll bureaus partner with ThinkHR
 - 94,000 – Employers nationwide
 - 13,000+ – SMB customers
 - 25 – Years in business
 - \$31 Billion+ – Payroll managed annually
- A few (2-3) Client testimonials – real testimonials from real clients (Example: <http://www.paychex.com>, <https://www.thinkhr.com>, <http://www.silvershr.com/testimonials>)
 - Client logo
 - Quote about OmegaComp HR
 - Name of company contact (Suzie Smith, Director of HR)
- Strategic partnerships with organizations (Example: <https://www.adp.com>, <https://www.thinkhr.com>)
 - Style 1: Don't take our word for it! We've been recognized and supported by the following organizations:
 - Logos of state organizations or awards
 - OR**
 - Style 2: OmegaComp HR has strategic partnerships with:
 - Logos of vendors, resellers, insurance carriers, organizations that benefit your clients
- Blog feed – the three most recent blog posts will automatically populate on the homepage feed and will include:
 - Title of the blog
 - Short description of the blog topic
 - Header image fro the specific blog post
 - Clicking on a blog post displayed in the feed will take the user to the article that is housed on the blog
- Simple contact form just above the footer

- “Talk to a Team Member Today” [first name, last name, company, phone number, email] – (Example: <https://www.thinkhr.com/>) -> Thank you page
- Footer
 - OmegaComp logo and contact info (address phone number)
 - Email subscribe
 - 2016 JD Allman, Inc. All rights reserved
 - Navigation
 - Social media links
 - Privacy policy & Terms of Use
 - Contact Us

Service Pages

The number of service pages will be determined by OmegaComp HR. The client must organize their services into categories and breakout the offerings / deliverables included with each service offering. Service pages will speak to the value that the client will receive by partnering with OmegaComp HR. I.e. Stay Compliant, Save Time, Empower Employees. The client should list the value of each service for SML.

- Service overview page
 - There will be a Service Overview page that lists a brief overview of all services. (Example: <https://www.thinkhr.com/solutions/overview/>)
- Individual service pages
 - Style 1: Description of service – Organize by value to client. I.e. Stay Compliant, Save Time, Empower Employees (Example: <https://www.thinkhr.com/solutions/thinkhr-learn>)

OR

- Style 2: Description of service – organize by service deliverables. I.e. Workers Comp, Cobra Administration, Safety Program (Example: <http://www.paychex.com/human-resources/compliance.asp>)
- Testimonial from a client
- At the bottom of every secondary page there will be a call-to-action:
 - Just above the footer we will include a call-to-action: “Talk to a Team Member Today” [first name, last name, company, phone number, email] – (Example: <https://www.thinkhr.com/>) -> Thank you page
 - Just above the footer we will include the OCHR video

Broker Page

Page designed specifically for the broker audience.

- Monthly distribution / communications
- Webinar sign-up widget

Resources Page

Resources for prospective clients to download relevant HR documents. (Example: <https://www.thinkhr.com/featured-resources/white-papers>)

- Job description template
- New hire packet template
- Performance review template

Contact Page

SML will design a mobile friendly and user friendly contact page for OmegaComp HR. (Example: <http://www.trinet.com/contact-us>, <https://www.thinkhr.com/company/contact>).

The contact page will include the following elements:

- Google Map
- Address
- Phone number(s) for various teams if desired
- Business Hours
- Call-to-action: “Talk to a Team Member Today” [first name, last name, company, phone number, email] – (Example: <https://www.thinkhr.com/>) -> Thank you page

Blog Page

SML will create a main blog for the client to upload business content, news, and press releases. Blog content will be updated and managed through the new WordPress CMS.

- All blog content will be shareable via social media:
 - Facebook, Twitter, LinkedIn
- Blogs may contain images and YouTube videos only

Timeline

SML will manage this project in four (4) distinct phases, each of which shall require signed client approval. These phases are as follows:

Phase 1: Discover – Completion by Monday, December 5, 2016

This is our research phase where we meet with the client and complete a project brief to ensure that our team understands the project goals and details.

Phase 2: Design – Completion by Monday, December 26, 2016

During this phase we compose wireframes and design mockups (graphic renderings) of website pages for client approval. These renderings will not be functional, but they will depict site functionality. Wireframes and mocks must be approved by client before Phase 3 begins.

Phase 3: Develop – Completion by Monday, January 23, 2017

All coding and development occurs in this phase on the staging server. During this

phase the client will not be permitted to submit additional edits to the layout or functionality without a change order. Additional costs at an hourly rate will be incurred.

Phase 4: Deploy – Completion by Monday, February 1, 2017

During this phase SML will push the new website live on the client's server.

Project Assumptions

- SML will present six (6) website templates to OCHR to choose from. Once a design template has been selected, the agreement is that OCHR will not ask SML to deviate from that layout design. Design cost has been reduced due to this process change.
- Initial site design (based of the selected template) with presentation of one (1) design for homepage
- Once the homepage design has been approved and finalized, one sub-page with up to 2 rounds of revisions will be developed. Any additional rounds are subject to hourly rates agreed to in the proposal.
- SML will work with you to utilize any existing photography/imagery and to acquire royalty-free stock photography as necessary.
- Client will organize its services and assign deliverables, and identify values for each service
- All blog content and bios will be managed through WordPress by the client
- Client will provide all assets and content for the website
- SML will craft the calls-to-action
- SML will use Jotform for all contact forms and forward emails to info@omegacomp.com
- SML will build the new website on a proofing server
- Hours include: UX, Design, Development, Project Management, QA Testing

Project Exclusions

- Weekly calls
- Template changes
- Trouble-shoot after the code is deployed on the live server
- Code changes that require more than one hour to implement. This will be billed hourly
- Content upload/changes
- Copywriting
- API Integration of Pipedrive CRM software
- Monthly website maintenance after website is live

Team

It is important to list the stakeholders both on the client side and our side, their roles, and responsibilities. SML has provided a list of each team member's contact information under their name and title.

Name/Title Role(s) Responsibilities:

Jen Silva, Project Sponsor – Initiates project
Responsible for defining project purpose, setting business goals.

Jen Silva, Client Representative – Manages client resources
Responsible for content creation, project on client-side, and coordinating feedback and approval.

Derrick Moncado, OCHR / HRtoGo Client Representative – Manages client resources
Responsible for coordinating feedback on user interface and website images.

Janelle Arsich, HRtoGo Client Representative – Manages client resources
Responsible for coordinating feedback on user interface and website images.

David Allman, Project Approver – Approves project phases
Responsible for reviewing design mocks and provides final approval.

Kyle Cassano, Project Manager – Manages website project
Responsible for delivering project documents and getting client approval, and collaborating with creative. Manages client relationship and project team at high level. Acts as key point person for agency.

Ken Knecht, Lead Developer – Manages development phase
Responsible for managing development team, QA testing, website server setup, and launching the website upon final approval.

Initial Insight

- The current site had problems
- OmegaComp.com -> redirected to a site that save you may have a virus
- SML worked to restore the virus issues
- There is a phantom site that needs to be taken down: theocprogam.com?
- Desired deadline: Before 2017 – not realistic due to late project approval date
- Competitors: Silvers HR, Think HR, PayChex, ADP, TriNet (PEO), BBSI (PEO) – We are not a PEO, but we compete against them... they sell bundled services

like us, but they differ in the aspect that employees of clients become clients of the PEO which pays payroll taxes

- Styling / Design / Theme: keep the same branding, sans serif type-face, simple, clean, easily digestible
- Sites we like: Think HR
- Images: No white background, depth of focus (blurred background, focused foreground)
- OmegaComp is outsourcing based, Payroll, Safety, Compliance
- Build in WordPress
- Want the ability for Broker's clients to be able to sign-up for Webinars on the website - Business Customer Focused messaging
- SML recommended OCHR have a web maintenance contract - \$500/mo.
- Functionality
 - We are removing the store entirely
 - We want the video to stay
 - Lead generation - brokers and direct clients
 - Submit a contact form
 - Phone call
 - Download something, i.e. job description template, new hire packet template, performance review template
- Content - repurposing and scaling down (OmegaComp Team)
- Define the main navigation (OmegaComp Team)
- Break the services into Service Categories (OmegaComp Team)
- Help with the Calls to Action (SML to help craft this piece)
- Pipedrive is the CRM - Just use Jotform for site forms. No API integration
- No backend component necessary
- Focus on HR support

Approval

With the understanding that signature of this document commences Phase 2, if this document meets your approval, please sign below and SML will begin Phase 2 scope of work immediately.

Sacramento Marketing Labs, LLC

Date: _____

Kyle Cassano, Principal

Accepted on Behalf of OmegaComp HR

Date: _____

David Allman, President