CHC Website Redesign

Coach House Consulting | Website Redesign Proposal | 2025

Table of Contents

About CHC

Whether a start-up, mid-level, or large business, Coach House Consulting provides website experience that will fit your business goals and objectives. Our range of services are essential in providing a great customer experience for your organization, whether building a new website or rescuing a failed web project.

We offer sound business advice as it applies to your web properties, design strategies, technology choices, and whatever else is needed. We can help with everything from selecting a platform or finding the right development partner, to helping ensure that the new design is optimized for conversion.

This proposal showcases our commitment to providing the highest level of service and value to your company. Thank you for your consideration, and we look forward to discussing our proposal with you in further detail.

Website Redesign Action Plan (WordPress)

Phase 1: Discovery & Planning Phase

Initial Kickoff w/Stakeholders
- Review mission, goals, and objectives
- Discuss current pain points and desired improvements
- Establish communication channels and meeting cadence

Requirements Gathering Sessions
- Document specific functionality needs for each section
- Review current content structure and needed improvements
- Define success metrics

Technical Assessment
- Evaluate hosting requirements
- Review current analytics setup
- Document SEO requirements and current performance

Deliverables
- Detailed project timeline
- Technical requirements list
- Content inventory and sitemap
- User personas and journey map

Phase 2: UX/UI Design Phase

Information Architecture
- Create detailed sitemap
- Define navigation structure
- Plan content hierarchy

Wireframing
- Develop low-fidelity wireframes for key pages
- Mobile-first approach for all layouts
- Stakeholder review and feedback sessions

Visual Design
- Create style guide (colors, typography, components)
- Design high-fidelity mock-ups
- Develop responsive variations
- Interactive prototypes for key user flows

Deliverables
- Approved wireframes
- Visual style guide
- High-fidelity mockups
- Interactive prototypes

Phase 3: Development Phase

Frontend Development
- Responsive HTML/CSS implementation
- JavaScript functionality
- Accessibility compliance (WCAG 2.1)
- Cross-browser testing

CMS Setup
- WordPress installation
- Custom theme development
- Plugin Integration
- Content migration planning

Integration Development
- Analytics setup
- Social media integration
- Form handling and email opt-in system

Deliverables
- Fully functional development site
- CMS with custom themes and templates
- Integrated third-party services
- Technical documentation

Phase 4: Content Migration & Testing

Functional Testing
- Cross-device testing
- Integration testing
- Performance testing
- Security Testing

Content Migration
- Content upload and formatting
- Image optimization
- Meta data implementation
- URL structure and redirects

Deliverables
- QA test results and fixes
- Migrated and formatted content
- SEO implementation report
- Performance test results

Phase 5: Training & Launch

Training Documentation
- Create user manuals
- Develop video tutorials
- Document common maintenance tasks

Training Sessions
- CMS administration training
- Content management workflows
- SEO best practices
- Analytics reporting

Pre-Launch Checklist
- Final testing
- Backup procedures
- Launch schedule
- Rollback plan

Post-Launch Support
- Monitor performance
- Address immediate issues
- Gather feedback
- Plan for ongoing maintenance

Deliverables
- Training materials and documentation
- Recorded training sessions
- Launch checklist completion
- Post-launch support plan

Ongoing Optimization

Continuous Improvement
- Regular performance monitoring
- Monthly analytics review
- Quarterly SEO audits
- Content strategy support
- Technical support as needed

Success Metrics
- Mobile responsiveness across devices
- Page load times under 3 seconds
- WCAG 2.1 AA compliance
- Improved search engine rankings
- Increased user engagement
- Reduced bounce rates
- Successful form submissions
- Streamlined content management workflow

Key Points to Consider

Key Points to Consider for...

Training & Documentation
- Training is role-based to ensure each team member learns what's relevant to their work
- Documentation includes both written and video materials for different learning styles
- Ongoing support ensures staff can get help when needed
- Regular feedback loops help improve both the system and the training

Success Metrics
- Both technical metrics (like error rates) and user-centered metrics (like confidence levels) will be tracked
- Analytics setup
- Social media integration
- Form handling and email opt-in system

Staff Training Plan

Role-Based Training Programs

Content Editors

- Basic WordPress navigation
- Page and post creation/editing
- Image optimization and upload
- Working with the block editor
- SEO best practices for content
- Managing the media library

Event Managers

- Event creation and management
- Registration form setup
- Attendee list management
- Email communication tools
- Report generation

Communications Team

- Newsletter integration
- Social media connections
- Form creation and management
- Analytics review
- Campaign tracking

Documentation Library

Quick Reference Guides

- Common tasks cheat sheet
- Troubleshooting guide
- Best practices reference
- Style guide implementation
- Image size requirements
- Content formatting standards

Video Tutorial Library

Basic Operations

- WordPress dashboard overview
- Creating and editing pages
- Managing navigation menus
- Working with media
- Form management

Content Management

- Content update procedures
- Image optimization workflow
- SEO implementation
- Meta data management
- URL structure management

Training Delivery

Initial Training

- Group training sessions
  Hands-on workshops
- Role-specific training modules
- Live demonstration of common tasks
- Q&A sessions

Follow-up Support

- One-on-one coaching sessions
- Weekly office hours
- Email support system
- Problem-solving clinics
- Refresh training sessions

Support Resources

- Online help desk system
- Monthly check-in meetings
- Regular training refreshers
- Process improvement feedback
- Update training for new features

Documentation Maintenance

- Regular updates to reflect changes
- Version control for documents
- Feedback incorporation
- Best practices updates
- New feature documentation

Success Metrics

Training Effectiveness

- Staff confidence surveys
- Task completion rates
- Support ticket volume
- Content update frequency
- Error rate monitoring

System Usage

- Active user metrics
- Feature adoption rates
- Process compliance
- Time-to-completion for tasks
- User satisfaction scores

Thank You

Mark P. Krebs
330-618-6691
mkrebs@consultcoachhouse.com
www.consultcoachhouse.com